

Chemist & Druggist

24 March 1973 THE NEWSWEEKLY FOR PHARMACY



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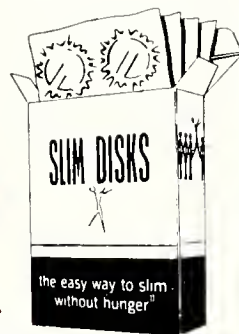
**National Advertising
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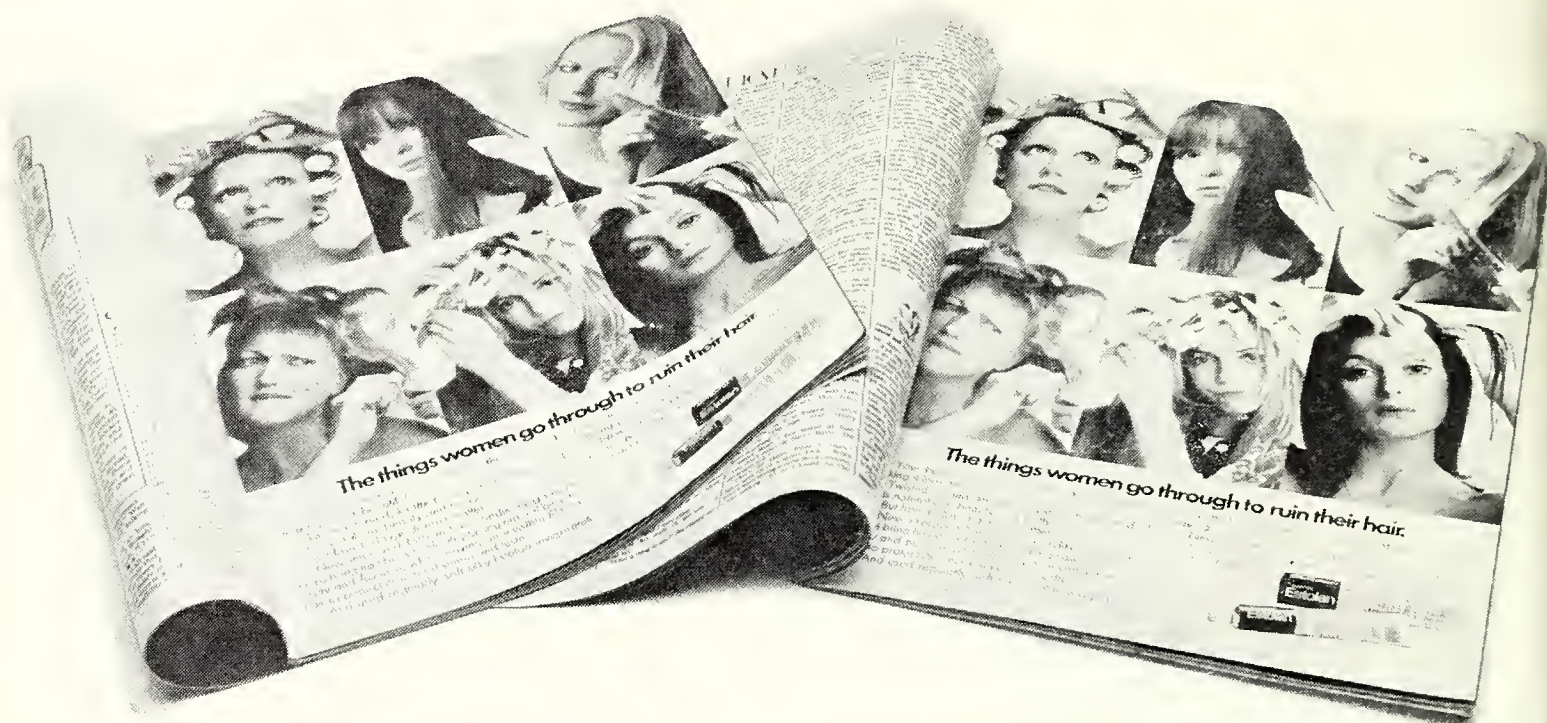
BABY CARE SUPPLEMENT

Health centre
problem goes
to EEC group

VTO: a
progress
report

Beecham
chemists'
supplement

Two more good reasons for stocking new improved Estolan.



Woman's Own April 7th

Petticoat April 14th

NATIONAL ESTOLAN CAMPAIGN BREAKS APRIL

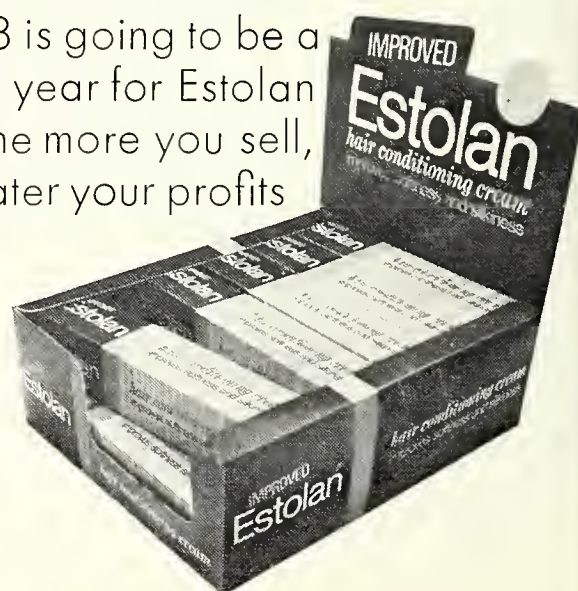
The national Estolan advertising campaign is breaking next month, and these two magazines will be the first to carry the colour pages featuring the new Estolan pack.

Apart from these two magazines the Estolan campaign will also be appearing in Honey, She, Annabel, Woman's Story Magazine, True Magazine, True Romances, Photoplay, True Stories — reaching over 14 million women, or 75% of all females in the country.

Make sure of your stock before the

campaign breaks. Contact your representative, local sales manager or call Estolan direct.

1973 is going to be a very big year for Estolan — and the more you sell, the greater your profits will be.



ESTOLAN—BRITAIN'S BEST SELLING HAIR CONDITIONER.
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The newsworthy for pharmacy

24 March 1973 Vol. 199 No. 4853

114th year of publication

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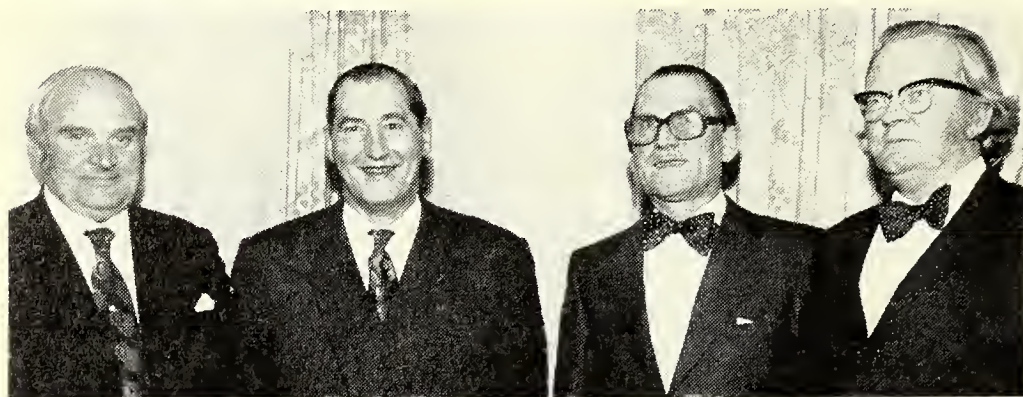
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Official organ of the Pharmaceutical Society of
Ireland and of the Pharmaceutical Society of
Northern Ireland



Mr T. I. O'Rourke was host to the two other British Isles Pharmaceutical Society presidents last week (see p373)

EEC pharmacy group to discuss health centre threat in UK



Left to right, Mr K. R. Rutter, a UK delegate to the EEC group, Mr D. Royce, Leeds branch chairman, M J. A. Verrydt and Mr J. Wright, director of the NPU group.

The "menace" of health centres to British pharmacy should be raised at the next meeting of the EEC *Groupe*ment, its secretary general, M J. A. Verrydt, believes.

Replying to questions from National Pharmaceutical Union members at Leeds, he indicated that the problem was "one for tomorrow" in Europe, and was surprised to learn that many pharmacists in Britain had already been put out of business by the establishment of health centres. If there was a threat to pharmacy in any EEC country the matter should be discussed in the pharmacy group, M Verrydt maintained, and he suggested that a report should be prepared for submission to its June meeting.

M Verrydt also gave hope that Europe's argument with Britain on the question of pharmacy degree course length may be resolved without a great deal of change. During his visit he had been to Bradford University school of pharmacy and was now convinced that the main differences between the European and British positions were ones of terminology, not academic content.

Harmonisation of studies was a prerequisite to harmonisation of drug standards, since it was proposed that the pharmacist should be the man responsible for medicines production in industry. M Verrydt said that Germany had been delaying agreement between the Six in the hope that Britain's entry would lead to harmonisation with a shorter course. However, at the last meeting of the Commission of Permanent Representatives Germany had been asked to put forward counter proposals—which had been rejected by seven members (including Ireland) with Britain abstaining. The German Ministry of Health had subsequently come to the conclusion that the only way to achieve free circulation of medicines (for which she has been pressing) was to accept the study proposals.

Questioned on fears that Britain might be flooded with surplus pharmacists from Europe through the principle of free circulation of labour, M Verrydt described the current over-production of pharmacists

in France as "a mistake". It had arisen through a recent change in the study programme which allowed students to enter pharmacy without knowing anything about the profession, attracted by the supposed monetary rewards. The *Groupe*ment had a working party investigating the general problem, but it was not yet resolved.

Nevertheless, M Verrydt felt that more pharmacists could be absorbed in most countries of the EEC. An "independent profession" did not mean that each pharmacist must be independent of his neighbours, only that there should be an end to the feudal employer-employee situation. More than one pharmacist was required per pharmacy to give all-round service and to ensure that pharmacists had the same days off and holidays as other work people—but that presupposed better earnings for the pharmacy!

Pharmaceuticals in EEC

Within the Common Market there are big variations in prices charged for pharmaceuticals. There is a widespread feeling that prices within the Community should be more or less uniform and pharmaceuticals are a good example of how this is very often not the case, according to the EEC Commission.

The Commission selected a number of branded products and compared prices charged in the different countries of the original Six (the study was made before

Refresher course allowance increased

Approval has been given to increased subsistence and mileage allowance rates payable to pharmacists who attend refresher courses in Scotland.

The following allowances now apply. Night subsistence: For overnight absence covering a period of up to 24 hours, the actual expenses incurred subject to a maximum of £6.34.

Day subsistence: For absence from home or practice for more than 5 hours but not more than 8 hours 52p; for absence of more than 8 hours £1.13p.

Travelling expenses: Where a pharmacist uses his own car, mileage allowance of 2.6p per mile will be payable for the shortest practical route between home and the place visited and an additional ½p per mile may be claimed for carrying a named pharmacist who is himself attending the approved course.

DITB propose higher levy cut-off

An estimated additional 5,500 smaller firms will be excluded from payment of levy to the Distributive Industry Training Board if the Secretary of State for Employment approves new proposals for the period July 1973 to March 1974.

The DITB has proposed that its levy should remain unchanged at 0.7 per cent of payroll for the third year in succession, but has put forward a new plan for relieving a larger number of smaller firms from levy liability.

Firms with fewer than 10 employees or with a payroll of less than £8,000 will be excluded. For the past two years the cut-off point has been a payroll of £6,000, irrespective of the number of employees.

In all cases the first £3,000 of payroll will be ignored in making the levy calculation. The levy for a firm with a payroll of £10,000, for example, would be £49.

the Community's enlargement). The actual names of the brands were not disclosed.

As the table below shows, differences proved to be substantial. One brand of antibiotics cost, for example, more than twice as much in Germany as in the Netherlands.

The prices given are in "units of account", that is one unit equals one US dollar before its devaluation in 1971. In each case a particular brand was selected and its price compared.

The prices given are in "units of account" that is one unit equals one US dollar before its first devaluation in 1971. In each case a particular brand of pharmaceutical was selected and its price compared.

Price in units of account							
Type	Amount	Germany	France	Italy	Netherlands	Belgium	Luxembourg
Antibiotic tablets	16	7.2	3.9	5.3	3.2	5.6	5.6
Tranquilliser A	20	1.3	0.32	0.48	0.48	0.30	0.30
B	60	2.3	1.5	1.3	1.4	1.3	1.3
Heart tablets	30	2.1	1.4	1.3	1.8	1.1	1.1
Hormonal tablets A	22	1.8	1.0	1.1	0.91	0.92	0.93
B	21	1.6	1.3	2.4	1.3	1.3	1.3
Skin ointment A	1 tube	2.0	2.5	3.0	2.7	0.84	0.85
B	1 tube	2.3	2.2	3.0	3.3	3.2	3.2
Vitamin tablets (efferves)	10	1.2	0.69	0.96	1.1	0.90	0.91
Anti-rheumatism tablets	5	1.0	0.50	0.80	1.2	0.84	0.85
Anti-cold inhalant	1	0.68	0.50	0.58	0.54	0.44	0.44

Publicity for Boots prices criticised

television publicity given to the Boots organisation's pre-VAT price cuts has been challenged by Mr J. Wright, director of the PU group.

In a letter to Mr Charles Curran, BBC director general, and the Minister of Posts and Telecommunications, Mr Wright alleges that the publicity offends the BBC's charter. NPU members, he says, have asked him to express concern "that a particular firm should be singled out" and to seek assurances that "this example of 'editorial advertising' does not foreshadow a change in BBC policy and that every effort will be made to avoid a repetition of it".

Mr Wright goes on "There must be many tailors, large and small, who are promoting trade by making VAT price-reductions in advance of April 1; certainly many PU members are doing so; indeed this organisation is making suitable display material available to them for that purpose. Not only was it grossly unfair that one firm should have been favoured, it was so, in our view, a clear breach of the BBC's charter and licence. I cannot do better than quote from the BBC Handbook: 'The BBC's policy is to avoid giving publicity to any individual person or product, firm or organised interest. . . .'"

Well-known pharmacist fined for poisons sale

A pharmacist of the "highest standing" who retired to Hingham, Norfolk to run a pharmacy "failed to keep himself up-to-date with the law".

This was stated at Wymondham magistrates' court on Tuesday when Nicholas Herdman, of the Vintage Pharmacy, Bond Street, Hingham, admitted five offences under the Pharmacy and Poisons Act, 1933,

and the Therapeutic Substances Act, 1956.

He was fined £5 in each of four cases—two of supplying Ovulen and Minovlar not in accordance with the quantities legally permitted, and two of selling Soneryl tablets containing butobarbitone and Furoxone tablets containing furazolidone without the authority of a prescription. He was also fined £5 for consenting to the unlawful supply of the Furoxone tablets and was ordered to pay £25 costs.

Mr P. St. John Howe, prosecuting for the Pharmaceutical Society, said that Herdman was very well known in pharmacy and had a high reputation. He had been a pharmacist for 40 years and was now running the Hingham shop in his retirement, "but he has failed to get himself up to date and to check on what he should be doing.

Mr Howe said the Society had no option but to bring the case. "What has happened can be regarded as a serious matter," he said, and the Society had a duty put upon it to enforce the law and to police its members and the public.

Mr William Bruce Rhodes, pharmaceutical inspector for East Anglia, said Herdman had taken over the Hingham business in 1971, and its redevelopment had been "a tribute to Mr Herdman's efforts. But I was saddened to find his lack of knowledge of the pharmaceutical law."

Questioned by Mr Peter Castle, representing Herdman, Mr Rhodes said that Herdman "has been a leading figure in pharmaceutical affairs". He was a Fellow of the Society, fellowships being awarded for distinguished service.

In answer to the chairman, Captain G. W. A. Denny, he said that the correct quantities of contraceptive pills had been supplied but they should not have been supplied all at the same time.

Paradoxically, said Mr Castle, Mr Herdman was a victim of his own inefficiency on the one hand and of his efficiency on the other by having supplied the evidence for the case in his record book.

He added that Herdman might now face disciplinary proceedings before the Society.

Captain Denny commented, "The Bench takes the view that this is a case of a somewhat Olympian chemist who found it rather difficult to descend to the rules of ordinary mortals. We think it proper to deal with the matter leniently."

A holiday for two and a cheque for £50 has been won by Samuel Shelley Ltd Market Place, Bilston, in a holiday awards scheme run by Cuxson, Gerrard & Co. Left to right are: Mr Brian Clay (retail division sales manager, C.G.), Mr J. E. Gillard (director and secretary, Shelleys), Mrs M. Shelley, (director, Shelleys) and Mr A. S. Harris (area representative C.G.)



C & D Price List Service

The Price List will be despatched to subscribers next week and should be received before VAT day.

The list includes all VAT prices that were received and could be processed before going to press. A number of manufacturers did not supply prices in time and for their items the list shows, with an indicator, purchase tax prices as in previous lists.

The Supplements, of which the first is enclosed with this issue, will provide VAT prices which have been received since the list went to press, thus "updating" the Price List. Meanwhile those who wish to convert purchase tax prices may use the calculator enclosed in last week's issue.

A unique innovation is a six digit product code for each priced item. The code is a logical development of the use of computer programming to prepare the list and is introduced to the pharmaceutical industry at a time when there is an increasing use of computer and other sophisticated accounting and recording systems. It will form the basis of a number of planned developments of the Price List Service.

Keep this week's Supplement: it is the first of the VAT series

Lost from Register

A net loss of 26 pharmacies from the Pharmaceutical Society Register occurred in February. Of these, four were in London, 23 in the rest of England, three in Wales and two in Scotland. Six new premises were registered, five being in England, and one in Scotland.

Allergic stomatitis 'caused by toothpaste'

Free samples of Close-Up toothpaste received through the post were responsible for three cases of acute contact sensitivity, claims Dr L. G. Millard, Hallamshire Hospital, Sheffield.

In a letter to the *British Medical Journal*, March 17, he described symptoms of gingivo-stomatitis, including lip fissures, swollen gums and ulcers which appeared when the patients changed from their regular brand to the new toothpaste.

Patch tests revealed a sensitivity to the cinnamon oil used as a flavouring agent. All symptoms subsided within one week of discontinuing the toothpaste.

Westminster report

Injectable oestrone

The Minister of Agriculture, Fisheries and Food was asked what action he intended to take following representations by the veterinary products committee in relation to injectable oestrogens in veal production; and if he would make a statement.

Mrs Peggy Fenner, Parliamentary Secretary, replied that following the advice of the Veterinary Products Committee and after consulting interested organisations, a statement is to be made about Regulations under Part II of the Therapeutic Substances Act 1956 to prohibit the retail sale and supply of liquid injectable preparations of stilboestrol, hexoestrol and dienoestrol except by a qualified medical, dental or veterinary surgeon or practitioner or by a pharmacist acting in accordance with a prescription given by such surgeon or practitioner.

Cost of NHS medicines

The Secretary of State for Social Services was asked how much of the increased estimate of £30 million for the cost of medicines in the National Health Service would go to the drug industry; and if he would publish in the Official Report the increase in the profits shown over the last three years by the supplier of one drug, namely ampicillin.

Mr Michael Alison, Under Secretary, replied: "The manufacturers receive about 85 per cent of the difference which on the latest information is now estimated to be rather less than £30 million. As to the second part of the question, details of a company's profitability are confidential, but substantial price reductions in ampicillin have been made by the supplier."

Soap prices

Mr L. Pavitt asked the Secretary for Trade and Industry to estimate the average price rise on soap resulting from the increase recently approved. Sir Geoffrey Howe, Minister for Trade and Industry, replied: "The average is less than ½p a tablet since no price has increased by more than that, and in some cases the price has not gone up."

Outstanding accounts and VAT

"There is no justification for adding VAT to accounts outstanding at March 31 for supplies before that date for traders registered for VAT who intend to use any of the special retailer schemes".

That reply was given on Tuesday by Mr Terence Higgins, Financial Secretary to the Treasury, who added that any customer faced with an additional charge should refuse to pay for it.

Company News

Reckitt and Colman extend pharmaceutical interests

Reckitt & Colman Ltd have acquired all the issued share capital of the private company, Carbic Ltd, and its subsidiaries, of which the best known is Lloyds Pharmaceuticals Ltd, with a factory in Batley, Yorks.

The consideration is 500,000 Reckitt & Colman Ordinary shares of 50p each, credited as fully paid and ranking *pari passu* with the existing ordinary shares plus £348,000.

Fisons progress with Intal in US

The US Food and Drug Administration last week described as "approvable" Fisons' Intal which will be made in the US by Syntex Corporation.

It is intended to market the drug in the US, under the name of Aarane. Although before the FDA for approval for 2½ years the FDA stressed that it could be "some time still before the new drug comes to the American market". Having blessed the product with this preliminary approval, the administration will now begin the discussions over how it should be labelled. Fisons hope the drug will be marketed in the US by July.

Earlier in the week Fisons shares dipped as reports circulated that Intal could eventually be rendered obsolete by new American treatments, or by competition from an Italian producer.

The group said that nothing had occurred either in Britain or the US that would affect the market potential of the drug.

Fisons' expectation is that a follow-up drug, Rynacrom, of the same compound as Intal but in a different form, will be under FDA scrutiny for a much shorter time than the 2½ years it took to study Intal.

Dreamland profits up by over £100,000

Dreamland Electrical Appliances Ltd report an upsurge in profits for 1972. At pre-tax, they have risen from £246,000 to £360,000 from sales of £3.47m (£3.12m).

The dividend is raised from 23½ per cent to 24½ per cent with a final of 16½ per cent.

Current trading is said to be in advance of the comparable period of last year and the board looks forward with confidence to continued expansion, particularly in Europe.

French award for ICI

An ICI heart drug won the *Prix Galien*, one of the most prized pharmaceutical

awards in France, awarded annually for a drug which has demonstrated outstanding therapeutic effectiveness during the previous 12 months. The drug is clofibrate prescribed in France as Lipavlon 500.

Briefly

R. Weston (Chemists) Ltd, have purchased the following pharmacies: R. Wynn Jones 104 Water Lane, Wilmslow, Ches (manager, Mr Bryan Foote) and Harrison Jones & Co, 22 High Street, Denbigh, Wales (manager, Mr Robert G. Royles). On April 1 they take over A. A. Ringer, Market Place, Southwell, Notts and Fitzhugh & Carr, 53 Nottingham Road, Keyworth, Notts.

Scott & Bowne Ltd will be the first UK company to install a Trans-Seal Model 77 semi-automatic skin-packaging system, marketed by Thames Case Ltd. Users of a smaller model for about a year for all their small and medium size packs, Scott & Bowne decided to order the "big brother" system to handle the company's large packs.

Sangers Ltd's offer to acquire the Ordinary shares and 6 per cent cumulative preference shares of Evans, Gadd & Co Ltd (C&D, January 27, p95) have now been accepted by holders of more than 90 per cent of the shares. The offers remain open for acceptance.

CIA introduce a safety guide

Accident prevention is just as much an aspect of efficient operation as is any industrial activity yet many managers still look askance at suggestions that their company's safety and loss prevention measures should be regularly scrutinised. This was claimed by Mr G. Hickson, chairman British Chemical Industrial Safety Council, recently.

Mr Hickson was introducing the Chemical Industry's Association's latest publication "Safety Audits" on the safe handling of chemicals.

Safety audits are defined as systematic critical examinations of an industrial operation in its entirety to identify potential hazards and levels of risk. They are intended to cover research, design, environmental control, product and public safety including storage, packaging, labelling and transportation as well as matters associated directly with production. Although primarily intended for the chemical industry it is considered that the principles laid down may be applied with success in any industry.

(Copies available from CIA, Alembic House, 93 Albert Embankment, London SE1 7TU, price £1.)

Toiletries and the Chemist— Beecham's obligation

CHEMISTS TOILETRY SUPPLEMENT

This is the fourth in a series of supplements prepared especially for "Chemist & Druggist" by Beecham Products—Britain's foremost toiletry manufacturer. Its purpose is to outline the opportunities that exist in the toiletry market and to help the chemist realise the maximum profit from retailing fast-moving Beecham brands.

As a major manufacturer with leading products strongly represented in all the main toiletry categories, Beecham fully acknowledge their obligation to give maximum assistance to the chemist to enable him to derive the greatest possible benefit from retailing their popular toiletry lines.

Although the forward-looking chemist has a unique position in the market place, he is faced with the same pressures as those of any other retailer. With the changing economic conditions, the implications of V.A.T. and the Common Market, it is particularly important in these challenging days for the pharmacist to be aware of the areas which will deliver the greatest profit in the retailing side of his business.

hairsprays and shampoos—account surprisingly for no less than £44 million in sales through chemists alone. More important perhaps is that toiletries account for approximately half of the pharmacies' entire turnover and deliver a profit of between 20 and 25 per cent on return.

Deodorants— a Rapid Growth Market

Of the five main categories, deodorants represent one of the most profitable lines for the pharmacist—more deodorants are sold through chemists than through any

other single type of outlet. What is more, the market potential is immense, as surprisingly three out of every four women and one out of every two men use a deodorant.

During the last five years the deodorant market has expanded at a rate far exceeding that of all other major markets within the Health and Beauty Aids Sector and there is every reason to predict that this rapid growth will continue for at least the next three years.

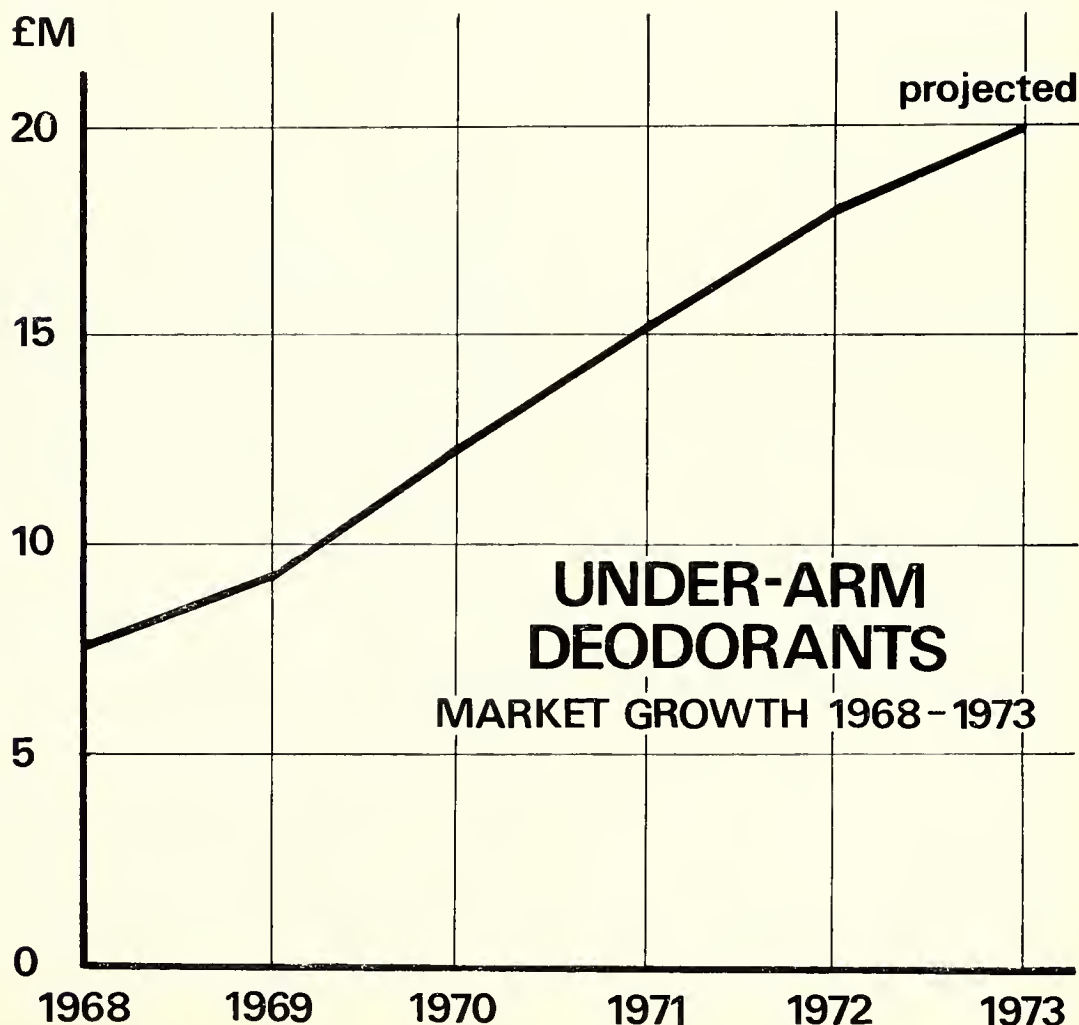
There are a number of factors responsible for this exceptional market growth but the most significant single contributors are undoubtedly the increasing popularity of the more sophisticated aerosol applicator and the fact that more men are becoming heavy deodorant users.

Maximum turn-over and profit from Beecham's leading Brands

Being faced with the ever-increasing competitive pressures in the High Street, with the reduction in N.H.S. prescription business since the re-introduction of charges, more and more chemists are realising the valuable role toiletries play in their overall profitability. However, if a chemist is anxious to offer effective competition to other retailers and to win back some of the valuable toiletry business which has been slipping away in recent years, he must take advantage of the opportunities offered by the major manufacturers' brands—such as Beecham—fast-moving, heavily advertised leading brands capable of delivering maximum turnover and profit.

Five main categories

Representing an increase of more than 42 per cent during the last five years, total retail sales of toiletries in this country have a staggering value of more than £224 million. The five main categories—toothpaste, deodorants, men's hairdressings,



The market needs

Research has shown that regardless of whether a deodorant is to be used by a man or a woman, it is almost always both selected and purchased by a woman. When formulating a marketing plan for a deodorant range therefore, it is important that women be given primary consideration not only because they are themselves heavier users, but because of the influence they have in the selection and usage by the male members of their families. As a consequence, the market need falls clearly into two basic categories.

- (1) For the woman who requires a deodorant for her own personal use—that is a deodorant that is absolutely effective and totally feminine in appearance and perfume.
- (2) For the woman who requires a product not only for her own use but also for her family and more especially for her husband. Again, the efficiency of the deodorant is a primary consideration and the perfume, whilst completely acceptable to her, must also be suitable for a man.

For this purpose these two major market segments might be called: (1) the 'feminine' segment, and (2) the 'unisex' segment.

An equally important consideration when analysing the fundamental requirements of the deodorant market must be that no matter in which of the two basic sectors of the market a woman may be included, she will require the total reassurance of a product which combines both anti-perspirant *and* deodorant properties.

So these were the factors taken into consideration by Beecham, preparatory to the rationalisation of their deodorant range in the early part of last year.

High profit potential for chemists

The rapid expansion of the deodorant market has accompanied the growing awareness among chemists of the high product profitability of toiletry lines. Other products in the health and beauty aids sector — particularly hairsprays — have helped to reveal the high profit potential for chemists.

Cool's "100 per cent Extra Value" consumer offer on the 4 oz. aerosol, the strength of which is already being reflected in chemist outlets throughout the country. The striking pack "flash" provides maximum impact, whether on shelf or special display. The square-sectioned Cool roll-on is subject to a similarly attractive "Buy a roll-on, get a refill free" offer.



The strong yellow "50 per cent Extra Value" flash across the colourful Body Mist packs gives the chemist an exceptional opportunity to mount truly compelling displays.

BODY MIST—brand leader

The clear leading aerosol brand—Body Mist—is an anti-perspirant fulfilling the requirements of the 'feminine' sector of the market perfectly. With its attractive, feminine aerosol can, Body Mist's effective anti-perspirant deodorant formula is

available in a choice of three popular perfumes which offer the woman user complete protection and self-assurance. Everything, in fact, to ensure the brand's continued domination in the 'feminine' sector of the market.

COOL—unisex appeal

In January of last year Beecham launched Cool, a new product specifically formulated to fulfil precisely the requirements of the 'unisex' sector of the market.

An effective combination of anti-perspirant and deodorant, Cool is designed to

have maximum appeal to both men and women. Sales of the attractive steel-blue aerosol and the unique square-sectioned roll-on have been growing rapidly, building on the success of an exciting launch campaign.



Chemists— Promote for profit

Beecham, through their long association with the chemist, are fully aware of the problems with which he is faced in these extremely competitive days and by providing assistance specifically tailored to meet the chemist's needs, many have realised the profit potential of promotional activity and the essential part it plays in strengthening his position amongst his High Street competitors.

From research we find that for the female deodorant purchaser, the three most important factors in determining brand choice are:

- (i) effectiveness;
- (ii) perfume;
- (iii) the 'special offer'.

One in five consumers claim that the attraction of a 'special offer' is in fact their *main* reason for choosing a particular brand.

Body Mist provides all three of these important consumer needs—a totally effective anti-perspirant/deodorant formula, a choice of three attractive perfumes, and a powerful programme of promotional campaigns specifically designed to stimulate profitable high-volume turnover for the chemist.

To most profit-conscious chemists the word "promotion" means—to devote a little more space to the product, add consumer incentives and thereby increase turnover and return.

The offer is advertised to the consumer by means of colourful point-of-sale material supplied by the manufacturer and designed specifically for the particular promotion.

In short, down with the price, up with the sales to gain the extra profit.

It's all very simple really, but surprisingly, many chemists have, until comparatively recently, fought shy of any form of promotional activity. More surprisingly, a few are of the opinion even now that such obvious ways of bolstering profits are in some way detrimental to their professional pharmaceutical image.

This at one time would perhaps have been true, but not so today.

Surrounded as he is, by competition from the small grocer to the large multiples, more and more chemists are taking a realistic view of their position in the High Street by staging regular and profitable deodorant promotions and taking full advantage of the assistance the major toiletry manufacturers offer.

A regular pattern of promotions throughout the year has provided for many pharmacists clear evidence to refute the misconceptions regarding the seasonal sales volume variations of deodorant products.

This is apparent from a recent Beecham sales analysis.

Figures for the summer of 1969 were compared with those for the winter of 1970. Volume during the latter period was in fact greater than that for the summer of 1969. The same pattern is repeated for last winter, during which period consumer sales were exactly the same as those during the summer of the previous year.



When it comes to keeping really dry, most women who have had second thoughts about the effectiveness of their anti-perspirant have changed to Body Mist.

And because there's more than one Body Mist fragrance Body Mist suits most women.

Each has the same effective anti-perspirant you can rely on to help keep you really dry.

Each has the same effective deodorant that keeps you really fresh.

Best of all Body Mist lets you choose the special light feminine fragrance that's just right for you.

That's why more women use Body Mist than any other anti-perspirant spray.



An advertisement from Body Mist's concentrated press campaign aimed at no less than 18½ million women. These full-page colour advertisements will appear in the popular women's journals and are designed to maintain and build on the brand's exceptional consumer loyalty.

Exciting consumer offers

An example of Beecham's perception in providing exciting consumer appeal is the current '50 per cent extra value' promotion.

The offer, on both the four ounce and the six ounce aerosol, is emphasised by a strong yellow 'flash' across the colourful Body Mist packs and gives the chemist an exceptional opportunity to mount truly compelling displays. To help him to maximise the effect of his displays and to make the best use of his often limited merchandising space, Beecham are supplying a striking range of point-of-sale material, designed specifically for the pharmacy.

Aimed to give added impetus to a rapidly increasing market share, Beecham's Cool is subject to an attractive '100 per cent Extra Value' consumer promotion on the 4 oz aerosol, the strength of which is already being reflected in chemist outlets throughout the country. This generous offer is again underlined by a pack 'flash'

to provide maximum impact, whether on the shelf or on special display.

The square-sectioned Cool roll-on, which has become so popular, is subject to a similarly attractive "Buy a roll-on, get a re-fill free" offer.

To enable the chemist to benefit fully from his increased sales, both these strong consumer offers are backed by very attractive trade terms.

However, it is important that the pharmacist co-ordinates his effort with that of Beecham, because only by doing so can he benefit from the increased consumer demand created by the massive weight of advertising placed behind these two brands.

Heavyweight advertising support

Stressing Body Mist's feminine image, a concentrated press advertising campaign is targeted to reach no less than 18½ million women. These full-page colour advertise-

ments will appear in the popular women's journals and are designed to maintain and build on the brand's exceptional consumer loyalty.

Again, Beecham are confirming their confidence in Body Mist's special appeal by spending approximately £250,000 in advertising support.

The theme of the memorable "Cool television advertising which played such a important part in the brand's outstanding launch success, is continued this year. This compelling campaign represents an investment of £250,000 for Beecham and is designed to strengthen still further the brand's distinctive identity.

Display Opportunities

It is in the professional environment of the pharmacy that the shopping housewife most expects to find the deodorant she requires and the chemist, more than any other retailer, finds himself in a position to offer advice concerning a choice of brand. Amongst the many hundreds of different lines stocked by the chemist, many are little-known, slow-moving brands occupying potentially valuable shelf space. The profit-conscious chemist therefore is

aware of the necessity to rationalise his stock selection and devotes this space to high-turnover toiletry products from major manufacturers like Beecham—popular products with famous brand names and supported by massive advertising and promotional backing.

COOL FOOT —bright new pack

Cool Foot is another new Beecham product enjoying increasing success. A sister product to Cool, Cool Foot is designed to give relief to tired aching feet and to prevent the further development of skin bacteria responsible for unpleasant foot odour.

With a bright new pack design and slim-fitting cap, Cool Foot aerosols are being offered with an attractive '5p off' the recommended price. Backed by a strong advertising campaign, the offer is timed to enable the chemist to make maximum gains during the hot summer months.

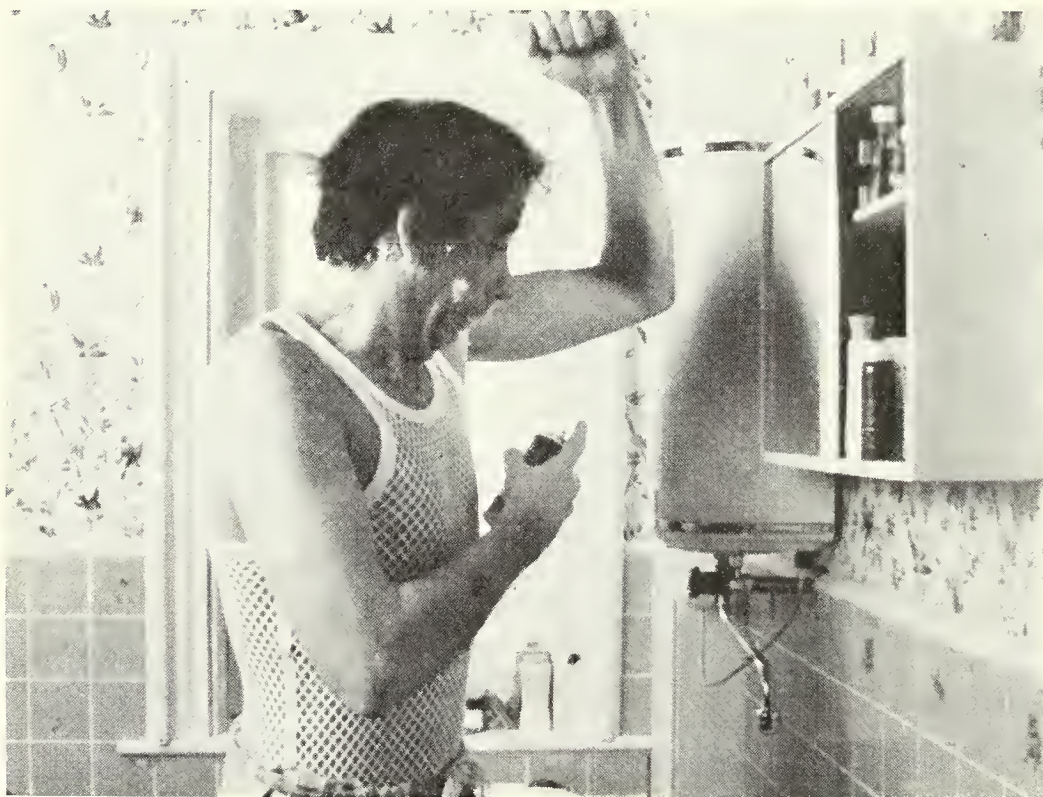


The bright new pack design of the Cool Foot aerosol, offered with an attractive "5p off". The offer is backed by a strong advertising campaign timed to enable the chemist to make maximum gains during the hot summer months.

Beecham deodorants and the progressive Chemist

Body Mist, Cool and Cool Foot are brands developed by Beecham to meet clearly defined and measured consumer needs.

By taking advantage of the generous trade terms and mounting timely promotional displays, the more progressive chemist is in an ideal position to benefit from the consistently strong demand for the brands created by the sheer weight and strength of Beecham's advertising.



Two "stills" from Cool's memorable and compelling television commercial. Since the brand's introduction in early 1972, this striking campaign, coupled with lively promotional activity, has created an ever-increasing demand for Cool and provided chemists with consistently strong sales.

Appointments

Topical reflections

BY XRAYSER

Security

AT THE TIME of qualifying I fancied that I knew just about all there was to know about the restrictions on the sale of poisons, even of that comparative newcomer in the field, the Dangerous Drugs Act. I was aware, also, of the requirements relating to the sale of arsenic, though I have never had occasion to handle the soot or the indigo strongly recommended in such a case. That provision has always remained in my mind, for a fellow-student answered the question by stating that it was forbidden to sell arsenic to anyone not coloured with soot or indigo—a sensible suggestion, I thought, for later identification.

Since that time we have become cabin'd, cribb'd, confined, bound in to saucy doubts and fears, until we regard with considerable doubt a customer's request for Epsom salt, lest we find ourselves in the role of transgressor.

It may be that my generation had the best of it for two reasons. There were fewer restrictions, for there were fewer substances, and we acquired our knowledge of the handling and sale of poisons in the pharmacy itself and not as an academic exercise. But we were, of course, merely touching the fringe, for the barbiturates were still in their infancy and the medical practitioners of the day tended to use the bromides for sedation. A comparatively small cupboard comfortably housed all that had to be kept under lock and key.

No-one could have foreseen the wide extension of sedatives, stimulants and tranquillisers, nor could the question of widespread misuse have been anticipated, for many of the products now under strict control were at first thought to be free of harmful effects, either in the short or the long term. And now we are faced with an increase in record-keeping, in addition to security precautions which will certainly call for massive reorganisation. It seems highly likely that the cost of security will exceed the cost of that which is being protected. One cannot but reflect on the fact that such security as is planned breaks down completely once the medicine has passed into the hands of the patient. But the pharmacist must do all he can to prevent loss by theft.

T. E. Wallis

The death of T. E. Wallis at the advanced age of 96 means the severance of a link with the past, for the medicines of the plant world have grown significantly fewer.

He was born only a year after the death of Daniel Hanbury and as his life's interest lay in the same field as that of the great pharmacognosist, it was only fitting that Wallis should have been awarded the Hanbury medal in 1947. As one who came into pharmacy when materia medica was still a very important and fascinating subject, one can but envy him his full life which brought the whole world into his orbit. He applied science to a subject which was little more, to us than recognition, but which, looking back, was an introduction to some of the most euphonious sounds in all experience. Who could fail to be impressed with *Betula lente*—or *Pyrus cydonia*, or *Amomum melegueta* or *Calendula officinalis*?

But it may be that that book is closed only for the time being and that future researchers will have cause for gratitude for the man and his work.

formerly of Sutton, Surrey. Mr Greene qualified in 1932.

Wallis: The funeral service for the late Dr T. E. Wallis took place at Golders Green Crematorium on March 16. The mourners who filled the largest chapel included pharmacists from all sections of

the profession; many being his former students. They heard Professor J. W. Fairbairn who gave the address refer to Dr Wallis' gentleness, modesty and cheerfulness; to his long life as a logical and thorough research worker and to him as a teacher who loved young people.



Mr S. R. Luke, a senior representative of Lastonet Products Ltd, who was recently elected chairman of the Exeter branch of the United Commercial Travellers Association of Great Britain. Mr Luke has represented the company in the pharmaceutical field for many years throughout Devon, Cornwall, Somerset, Dorset and Wiltshire.

Wellcome Foundation Ltd: Dr J. R. Vane, DSc, DPhil, BSc(Chem), BSc(Pharmacology), at present professor of experimental pharmacology, University of London, at the Royal College of Surgeons, will be appointed a director of the Foundation with effect from September 1. He will succeed Dr D. W. Adamson as group research and development director at a date to be announced later.—The company's medical division at Berkhamsted has appointed three product executives from within the medical sales team. They are: Mr M. R. Collin (formerly representative in central Lancs), Mr A. McIntosh (Scotland) and Mr S. H. Bartlett (Essex).

Nicholas International Ltd: Mr K. J. Murton has been appointed vice-president, research and development. Mr Murton joined Nicholas in 1966 and has spent over 20 years in the pharmaceutical industry.

Weddel Pharmaceuticals Ltd have appointed Mr M. Carlier export executive with special reference to E.E.C. countries and Mr P. J. O'Hagan, marketing executive.

Agfa-Gevaert have appointed Mr J. Scott a retail representative. His territory consists of Bucks, Oxfordshire, London NW, W2-14, West Herts, West Middlesex.

Deaths

Bowman: On March 13, Mr David Stewart Fairweather Bowman, MPS, 329 Leith Walk, Edinburgh. Mr Bowman qualified in 1920.

Greene: On March 9, Mr Herbert Harold Greene, MPS, Combe Haven, Ilfracombe,

Trade News

Marketing of Rorer products

Pharmax Ltd, Bourne Road, Bexley, Kent, have entered into an agreement with W. H. Rorer Inc, USA, to market their range of products in the UK with effect from April 1. The products, which are currently marketed by Crookes, are Maalox, Amanase forte, Emetrol and Quaalude. Pharmax are making certain alterations to pack sizes. Maalox suspension will be available in 300ml bottles, price unchanged, but the pack of three 300ml will be discontinued.

The pack of 50 Maalox tablets will be continued at the same price, but the 250 size will not be available. Both sizes of Quaalude tablets will be discontinued from April 1.

Stock will continue to be available from Crookes until March 31. For a three month period (until July 1), Crookes will be dealing with any credit arising out of supplies of the above products which were supplied by them. No credit claims will be entertained after that date for stock supplied ex Crookes.

Pharmax also state that from April 1 Fletchers phosphate enemas, both standard and long-tube, will be available only as single enema packs since the existing containers of 2 enemas (the dispensing packs) will be discontinued from that date. Prices remain unaltered.

New Zeal distributor

G. H. Zeal Ltd, Lombard Road, Merton, London SW19, have appointed Ovelle Ltd, Dublin Street, Dundalk, co Louth, as distributors of Zeal clinical thermometers throughout Ireland. The appointment took effect on March 1.

Shareholders' approval

Bellair Cosmetics Ltd shareholders have approved the purchase of the trade marks and goodwill of Estolan and Sheen, previously owned by Osborne, Garrett, Nagele.

Lilia-White's advice on VAT

Under the provisions of VAT sanitary towel products will be subject to a tax for the first time, which will mean that stockists will be required to produce returns on these products—an individual return on each brand stocked.

Lilia-White (Sales) Ltd, Charford Mills, Birmingham 8, have launched a special promotion this month aimed, they say, particularly at helping the independent chemist with VAT sanitary towel returns. The promotion follows a pre-VAT survey conducted for Lilia-White which showed that, on average, the independent chemists were stocking 12 different brands of sanitary towels. Lilia-White are visiting all independent chemist outlets and their message will be "rationalisation of brands

stocked to ease the VAT burden". Coupled with the promotion will be bonuses available through Lilia-White representatives or wholesalers.

Correction

Unichem Ltd point out that the final members' rebate for 1972 of 3 per cent announced last week (p.333) *includes* the 2½ per cent paid last August. In other words the total for the year is 3 per cent not 5½ per cent as previously stated.

Distributors of Pfeilring range

Jean Sorelle Ltd, 117 Great Portland Street, London W1N 6AH, have recently been appointed sole distributors for the UK of the Pfeilring manicure requisites range from Solingen, West Germany. The range covers sapphire coated nail files, cuticle and nailscissors, nail clippers and eyebrow tweezers. A merchandise unit is available with a complete range of minimum quantities.

New photo company

A new company is being formed under the name Wotan Photo Ltd as from April 1. The company will be the official distributors of Wotan photographic products including flashbulbs, flashcubes, Magi-cubes and projector lamps.

Previously distribution of these products has been handled by Valiant Electrical Wholesale Co; the Wotan brand name is the property of Osram GmbH of Munich who together with Valiant are joint owners of the new company.

The company's office will continue to be at 12 Lettice Street, London SW6, and the general sales manager is Mr Ron Pryor (formerly general sales manager of Valiant). The joint managing directors of Wotan Photo Ltd will be Mr E. Brueggemann, director of Neron Lamps Ltd, a subsidiary of Osram GmbH and P. G. Howard, director of Valiant.

SMA cans redesigned

John Wyeth & Brother Ltd, Huntercombe Lane South, Taplow, Maidenhead, Berks, are introducing re-designed cans for SMA baby food in both the powder and liquid forms. The new cans feature a colour illustration of an attractive baby on the front, making it immediately obvious that SMA is a baby preparation. The product will display well on open style shelving.

The feeding table also quotes metric as well as imperial quantities, enabling feeds to be made up in the metric system as required.

The new cans will be issued gradually, commencing with SMA powder, as stocks of the old style cans are exhausted.

Perfumery raw materials

A. & E. Connock (Perfumery & Cosmetics) has been set up as a partnership by Alan John Connock and Elizabeth Connock, husband and wife. The partnership will deal in raw materials for the perfumery and cosmetic industry both on a merchandising/agency basis and by marketing certain home made materials. The business will operate from Crompton Fold, Pleshey, Chelmsford CM3 1HE (telephone: 024-537 273).

Mr Connock has been involved in perfumery and cosmetics since 1961. Elizabeth Connock has an honours degree in biochemistry from Southampton University.

Equipment

Lightweight calculator

Remington Rand's latest electronic calculator, the 803B, is a four-function 8-digit calculator operating from mains or internal battery power supply.

Smaller than the 801B it supersedes, the 803B measures only 4½ × 7 × 2 in and weighs 1½ lb including its five penlight batteries. But it will handle all standard calculations involving addition, subtraction, multiplication, division, multiplication and division by a constant, chain multiplication and division, mixed sequential calculations, negative numbers, and so on.

Complete with mains adaptor and carrying case, the new Remington 803B is priced at £69.50. (Remington Rand division, Sperry Rand Ltd, 65 Holborn Viaduct, London EC1.)



Trial offer from Addmaster

Addmaster recently announced their range of retail business machines for use within the special VAT schemes for retailers. They are their

☐ standard electric adding machine (£29.50) which can give identification of taxed or non taxed sales at point of sale, accurate stocktaking—with a permanent printed record, and checking, analysing and totalling incoming charges for entering into purchase records;

☐ the Addmaster steel till drawer (£15.50) designed to convert the standard electric adding machine into an economical cash register;

☐ The Addmaster D500 single entry electric cash register (£79.50);

☐ The Combi electric cash register (£59.50) and

☐ The Merlin 8K calculator (£49.50).

All the products, with the exception of the steel till drawer, are available direct from Addmaster on 14 days free approval. (Addmaster Corporation (UK) Ltd, Mortimer Road, Mitcham, Surrey CR9 3TP).

New products and packs

Cosmetics and toiletries

Maybelline's Great Lash

The new mascara from Maybelline, Great-Lash (£0.50), has a creamy formula and one where they claim it is not necessary to wait until each coat of mascara has dried before reapplying. Presented in a bright green and pink container, with a brush applicator. Great-Lash is available in five shades: very black, brownish black, dark brown, dark blue and dark green from April (Maybelline Eye Cosmetics Ltd, White Laboratories, Penarth Street, London SE15).

Yardley's spring eye cosmetics

Yardley have launched Cool Creams which are glossy eye creams in shades of Butternut, Parsley Peeper, Grapevine, Blueberry Pie, Sea Spell and Smoke Rings (£0.36 inclusive VAT). They are presented in small round black pots. Also new from Yardley are their Blush "O" Colours. These cream blushers, also in small pots (£0.42 inc VAT), are available in four shades: Pink, Peach, Tawny and Plum.

They have also added five new shades to their range of Soul Set powder eyeshadows: Baby Blue, Tickled Pink, Lavender Lady, Honeypie, Milkshake in individual godets (£0.36 inc VAT) or in palettes of three (£0.72 inc VAT). And Yardley's Soul Setters are to be on offer during May. These Soul Setter circular eyeshadow palettes contain six pastel shades for £0.72 (inc VAT).

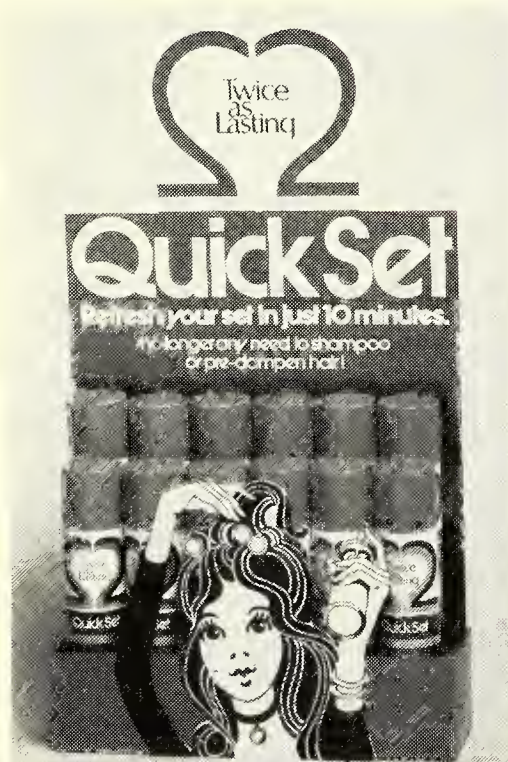
A new merchandiser is available to stock the new eye makeup products and colours: the Cool Creams range, the new pastel shades of Soul Set powder eyeshadows and the Soul Setter offer (Yardley Ltd, 33 Old Bond Street, London W1).

More Nature Lipids

Yardley are introducing three more products to the Nature Lipids range from the beginning of May. These are cream concentrate (£1.18 inclusive VAT) a moisturising cream for all skin types presented in a 30cc jar; lotion moisturiser (£0.84 inc VAT) specially formulated for normal to oily skins in a 60cc bottle; and cleansing milk (£0.77 inc VAT) which can also remove eye makeup presented in 120cc bottle. Special introductory offer packs will be available: the cream concentrate half-size introductory offer tube pack (£0.61 inc VAT) and lotion moisturiser introductory offer pack (£0.51 inc VAT) (Yardley Ltd, 33 Old Bond Street, London W1).

Innoxa's new sizes

Gingham toilet water and Appointment toilet water from Innoxa have both been introduced in new handbag-sized aerosol sprays (£0.34). Gingham toilet water spray



has a sepia-coloured cap in keeping with the brown and white packaging of the rest of the Gingham range while Appointment has a pink cap. Both are presented in 10cc decorative fluted glass bottles (Innoxa Ltd, 436 Essex Road, London N1).

Piz Buin extend range

Exclusiv extreme milk Factor 6 has been added to the Piz Buin range of sun protection goods. This new addition (£1.49 inc VAT) gives "complete protection to the whole body" and is suitable for very sensitive skins say the makers. Family sizes have also been introduced for both the Exclusiv cream (£1.85) and milk Factor 4 products (£1.98 inc VAT) (Natura Products Ltd, 90 Belsize Lane, London NW3).

Hair care

Supersoft shampoos relaunched

Reckitt & Colman toiletries division have reformulated and repackaged their range of Supersoft shampoos. "We have developed a range of new shampoos which improve end benefits in the areas of overall manageability and conditioning," explains Mr Ray Reeve, product group manager.

The new range of conditioner shampoos comprise beauty conditioner shampoo for normal hair, protein conditioner for dry hair, lemon conditioner for greasy hair and deep conditioner with herbs for problem hair.

Early promotional activity will take the form of 3.6 million sachets being given away free as part of a two-for-the-price-of-one sampling operation (Reckitt & Colman Toiletries Division, Sunnysdale, Derby).



Twice as Lasting newcomer

Quick Set is a new hair product in the Twice as Lasting range which is described as a "hairdo reviver" in aerosol form that is quick, clean and easy to use (£0.40). A specially-formulated setting lotion, Quick Set is sprayed on to the hair as a fine spray which is claimed to disappear completely without any build-up or tackiness as it dries. Each aerosol contains enough for at least five full sets, depending on the length and thickness of the hair (Roja Ltd, 18 Bruton Street, London W1A 1BX).

Hair accessories

Ravina have added three new articles to their range of fashion side combs: item 859 (£0.20), item 860 (£0.25) and item 861 (£0.30); all supplied with two combs to a card and in assorted colours (Ravina Ltd, 3 Barton Road, Water Eaton Industrial Estate, Bletchley, Milton Keynes, Bucks).

Household

Aerosol air freshener

The Astral Nice 'N' Fresh air freshener now has a vertical spray action for wider coverage and a "triple strength" perfume for use in the bathroom. The new aerosol is claimed to provide up to 300 operational bursts in two months' use in an average sized bathroom. A display-demonstration card is available which enables customers to test the product. The freshener, which can also be attached to the bathroom door lintel, will be supplied in 18 unit outers with a free counter display with each 2 outer pack (Cupal Ltd, King Street, Blackburn, Lancs).

Promotions

Scholl display competition

A sunshine holiday for two or £300 in cash is the first prize in a window display competition for chemists from Scholl (UK) Ltd. To qualify for entry, chemists are required to display Scholl clogs and sandals in their window for a minimum of two weeks between April 2 and June 30. Second and third prizes are £200 and £100 respectively. In addition, there are seven area prizes of £50 each. Entrants should submit colour photographs of their displays to Scholl not later than July 16.

To coincide with the competition, Scholl have introduced a new window display unit consisting of three pieces which can either be used separately, or put together to make one unit. The photographs and slogan, "Freedom is Scholl-shaped so set yourself free", are also featured in their advertising campaign which starts in April and continues until the end of August (Scholl (UK) Ltd, 182 St John Street, London EC1).

Ironplan media support

A new advertising campaign for Ironplan tonic capsules starting in April will reach more than 3½ million women, say Menley & James, and they claim each woman will have the opportunity to see the advertisements nearly 24 times. The campaign will use a combination of full-colour half-pages and black and white quarter-pages in such magazines as *My Weekly*, *True Story*, *True Romances*, *Woman* and *Woman's Realm* (Menley & James Laboratories, Welwyn Garden City, Herts).

Syntex goes racing

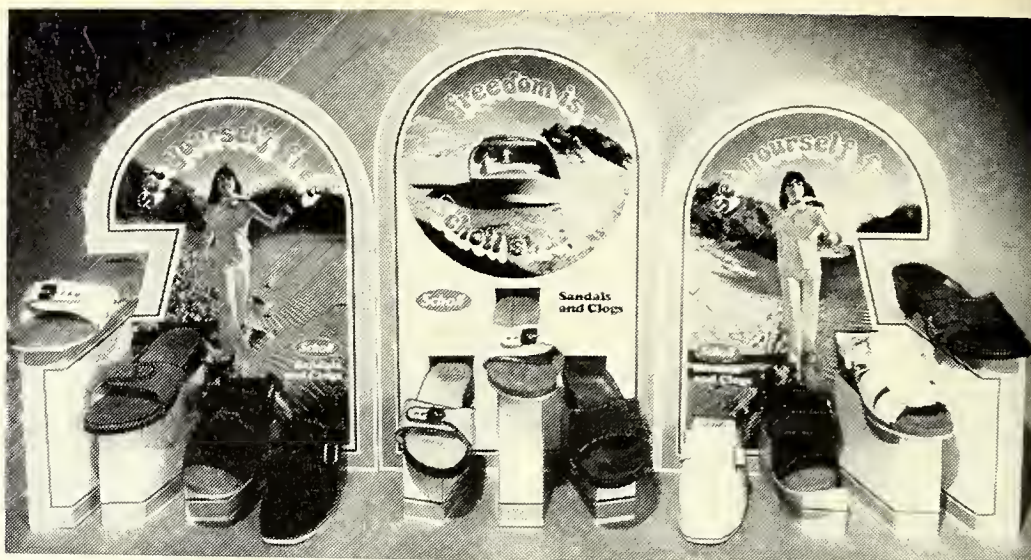
Syntex Pharmaceuticals Ltd is sponsoring a number of ladies' open races for the first time at selected point-to-point meetings this season. Among the meetings at which there will be Syntex skin care races will be the Southdown Hunt point-to-point at Parham, Sussex, on March 31 and the Bisley and Sandhurst meeting at Tweseldown, Hants, on May 5 (Syntex Pharmaceuticals Ltd, Maidenhead, Berks).

Free sachet promotion

A free sachet of Sunsilk after shampoo conditioner for normal hair is being given away free in the April 7 issue of *Woman's Own*. Elida claim this is the heaviest ever sampling to occur in the conditioner market and say that over 1.6 million readers of the magazine will receive a sachet (Elida Gibbs Ltd, Hesketh House, Portman Square, London W1A 1DY).

Glaxo's Ostermilk uses TV

The first TV campaign for Glaxo's Ostermilk began in the London area on March 5, and will continue until the end of June. Aimed at young mums and mothers-to-be in mid-afternoon viewing time, the com-



mercial highlights the fact that Golden Ostermilk is mixed in the bottle.

Golden Ostermilk full-colour advertisements will continue to appear in baby annuals, the specialist mother and baby press and the large-circulation women's magazines (Glaxo Laboratories Ltd, Greenford, Middlesex).

Oriental Spice's display unit

A new counter and window point-of-sale display unit for Oriental Spice aftershave has been produced by Posmark Ltd, London, creators of the "House of Cards" merchandiser 18 months ago. A pillar display, the unit comprises a simple card cylinder 368mm high by 180mm and offers an all-round selling area for the Oriental Spice logo and dragon motif plus the yellow house colour. As a focal point, a section of the cylinder is cut away revealing a platform for product samples backed by a lining of silver foil. Shulton (GB) Ltd will distribute the new pillar displays to Oriental Spice outlets throughout the UK (Shulton GB Ltd, Trevor House, 100 Brompton Road, London SW3).

on TV next week

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

Anadin: All except E

Askit powders: Sc, G

Close Up: Y

Harmony hairspray: All areas

Head and Shoulders: All except E

Lentheric Tweed: All areas

Pears transparent soap: M, Lc, Sc, WW, NE, We, B

Protein 21 shampoo: All areas

Signal: All areas

Silvikrin hairspray: All areas

Silvikrin shampoo: All areas

SR toothpaste: All areas

Sunsilk hairspray and shampoo: All areas

Vicks Sinex: All except U

Whitman Sword: All areas

Yardley mini sprays: All areas

Zoflora: M

Letters

Pharmacy - obviously

I can quite understand your correspondent, Mr W. J. Robinson, remarking on the appearance of the French pharmacies he found in a shopping complex when he visited Paris, and of those he saw in and around that city.

Of course, although not stated in so many words, he is comparing what he saw with the English chemists' shop. I would submit that in doing so he is not, strictly speaking, comparing like with like. In France, and in most if not all European countries, there are druggists' shops, which sell simple medicines, perfumes, toiletries, and many of the sundries found in our chemists' shops. It is with these druggists' shops that the English chemists' shop most nearly compares.

It is true that nowadays the English chemist is trained as a pharmacist and undertakes most of the dispensing done in this country, but he has no absolute rights here: he shares them with our general medical practitioners, who, though now styled "doctor", started out as apothecaries, and because of having done so retain the right to dispense for their own patients: as many a rural chemist knows to his cost.

Of all this the French pharmacist knows nothing. "General medical practitioners" are unknown to him; only surgeons and physicians. Thus he has the pharmaceutical field entirely to himself, and so is wonderfully placed when it comes to charging for his services, or contracting to work for government or other agencies; he can afford to remain what we call "professional".

It may be asked (and indeed has been asked by a gentleman residing in Italy) "Why does not the English chemist do likewise?" The answer is that he cannot, for reasons both historical and environmental. He gets no help from government, and his desires conflict directly with the interests of the medical profession.

So much faithful work goes unrewarded and unheeded, but if the English chemist sticks it out and puts his own house in order, he will one day get his deserts.

J. T. Marriott

Hemel Hempstead, Herts



Philips two new Combined Health Lamps - mean glowing health to your customers, glowing profits for you.

New Standard Combined Health Lamp is more powerful and more efficient.

Get ready for a big customer rush on the new Philips Standard Combined Health Lamp. More powerful, more efficient, more effective in aiding tanning, healing and the relief of pain. Has all the advantages of ultra-violet and infra-red rays. Safe, reliable, time-saving - that's the new Philips Standard Combined Health Lamp **£14.95.**

New Philips de Luxe Combined Health Lamp. A built-in time switch and an on/off switch are just two of the convenience features on this luxurious combined health lamp plus the powerful, effective time-saving features of the Standard Philips Health Lamp. **£18.95.**

TWO MORE BEST SELLERS FROM PHILIPS

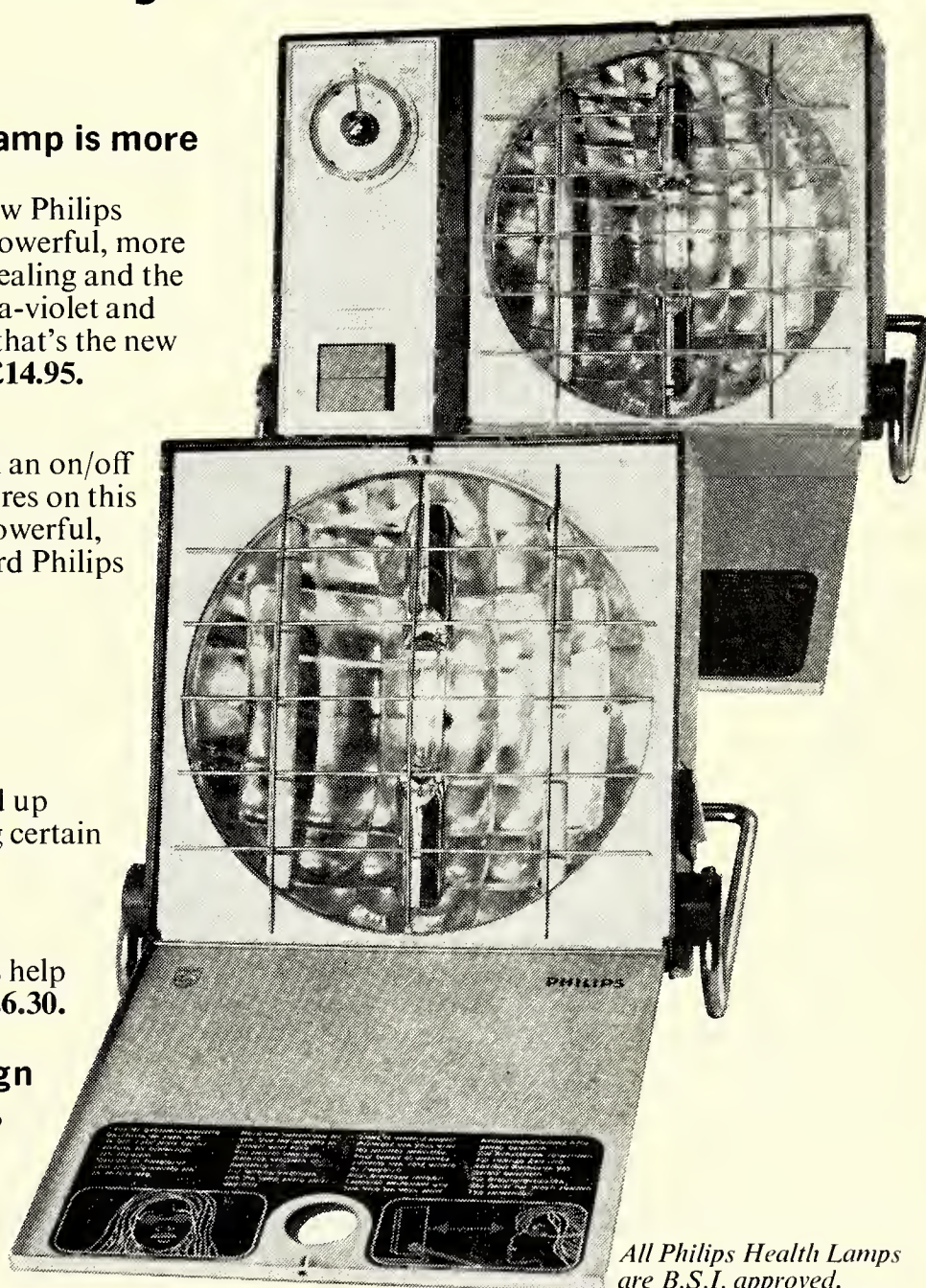
Philips Ultraphil Health Lamp.

Internationally popular for helping to build up resistance against colds and flu and treating certain skin complaints. **£10.99.**

Philips Infraphil Health Lamp.

The famous Pain Reliever. Infra-red beams help to heal and work fast and very effectively. **£6.30.**

Big consumer advertising campaign in Radio Times, TV Times, Weekend, Reader's Digest, Saturday Tit Bits, Punch, Daily Express, Daily Mail, Belfast Telegraph, Sunday Mirror and Glasgow Sunday Mail. Order your stocks now . . . and make sure of healthy profits!



*All Philips Health Lamps
are B.S.I. approved.
Suggested selling prices.*

We want you to have the best. PHILIPS

The 30-s



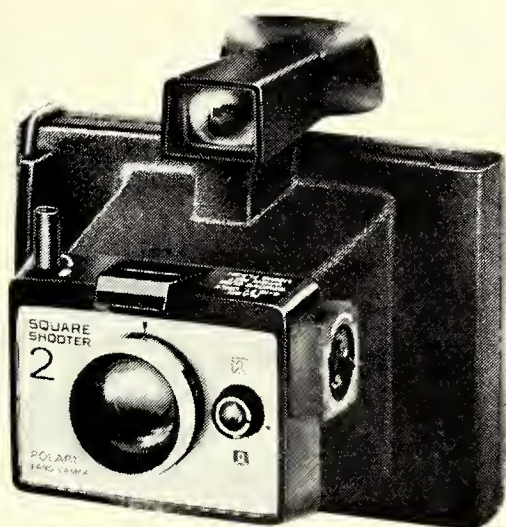
cond sale.

In less time than it takes you to read this advertisement, you can perform a camera demonstration so persuasive it closes the sale. Hand your customers finished black-and-white pictures of themselves in just 30 seconds, 60 seconds if you shoot in colour. Then help them decide which Polaroid instant picture camera model they want. Here are the four most inexpensive models in our line:



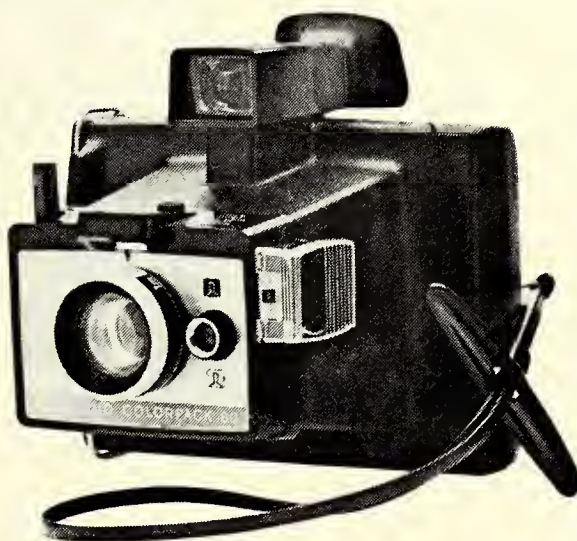
Super Swinger under £7*

The Super Swinger, already selling in the hundreds of thousands, represents to your customers a first and low-cost entry into the wonder world of instant photography. Featuring a built-in photometer and a built-in flash using low-cost AG-3 bulbs.



Square Shooter 2 under £14*

Our most inexpensive colour capable only camera using Polaroid Type 88 square format film. Features an electric eye and electronic shutter for correct exposures. A triplet lens for sharp, beautiful pictures. A flash-gun, built into the camera which uses four-shot flashcubes. There's also a five-foot range-finder right in the viewfinder to help you judge accurately the distance of most shots.



Colorpack 80 under £17*

Our inexpensive and versatile colour and black-and-

white camera accepting both Type 88 and 87 film. It has the same sophisticated exposure system as the Square Shooter 2 featuring a sharp 3-element lens and uses 4-shot flashcubes. And who else offers an electric eye and electronic shutter at this price?



Colorpack 82 under £19*

This new camera has all the features of the Colorpack 80 plus a clever built-in development timer. Both cameras make an ideal trade-up for the customer who wants something "a little bit better."

Four Polaroid instant picture cameras: under £19.



*Recommended retail price

"Polaroid" and "Swinger" are trademarks of Polaroid Corporation, Cambridge, Mass., U.S.A.
Polaroid (U.K.) Ltd., Rosanne House, Welwyn Garden City, Herts.

ONLY SEVEN DAYS LEFT

14 Codella[®] hand cream to the dozen

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Comment

VTO — wait and see

A year ago, Mr A. Trotman, managing director of NPUM, and Mr D. Sharpe were putting on a "double act" presentation around the NPU branches to convince the membership that one of the independent chemist's few hopes of commercial survival was to join a voluntary trading organisation. They succeeded, insofar as they won approval for a more detailed feasibility study.

But a year is a long time for the gestation of a feasibility study, and NPU members are understandably beginning to ask "When do we see some results?" They might also question, justifiably, whether the marketing men are letting grass grow under their feet if the chemist's situation was as urgent as they had made out.

Mr Trotman, in addressing Bristol (p377) and other area meetings, has however reported on progress—and announced that a test run of the low-cost distribution aspect has just begun in northern England.

The current stage, he said, is concerned with negotiating wholesalers' franchises. But it does not take a clairvoyant to appreciate how difficult a task it may be to get wholesalers to work closely together, when at present they vie with each other to the point of offering a combined dozen deliveries a day to the same chemist. Nor is it difficult to realise that it will take a great deal of persuasion concerning the benefits of VTO membership, to lead chemists to channel all their volume orders through only one wholesaler.

This sort of problem can almost certainly explain some of the delay, which we know has been longer than was anticipated at Mallinson House. And the delay has its dangers, for wholesalers are beginning to offer alternative schemes *now*, and more chemists are experiencing the advantages of local group buying on an ever increasing scale.

In both cases there may come a point at which the extra saving that might accrue from a VTO would not make the attendant "disciplines" attractive. But low buying costs are not the only *raison d'être* of a VTO, and its additional services are not generally available from other types of bulk buying operation. These would include the corporate identity which is a major point in the VTO platform.

Mr J. Wright has this week complained to the BBC about its coverage of Boots' pre-VAT price reductions and we suspect that his members' wrath is tinged with more than a little envy. They might reflect that

their own VTO could likewise have said with authority "Independent chemists are cutting 300 lines from tomorrow"—and issued a Press release to that effect!

If too many chemists are committed to alternative schemes, however, the VTO will never get off the ground. Independent chemists in South Africa, Australia and USA are already experiencing its benefits, and the success or failure is seen to depend on the degree of fragmentation of their buying power and their commercial "voice".

There are only some 9,000 potential VTO members—not a big pressure group by comparison with the grocery giants. NPU members may not get a second chance to grasp the nettle. It may well pay them to wait a while to ensure they know exactly what they would be offered by a VTO before they commit themselves too deeply in alternatives.

VAT differential

The Government's guide to VAT price changes could mislead customers into expecting too great a reduction on the more exclusive cosmetics and toiletries.

The problem was highlighted this week by Eylure Ltd, who found they were unable to bring their prices down by the 5-7p in the £ anticipated in the guide. They discovered that for ranges like French Almond and Tabac, where the retailer's mark-up is 65 per cent or more, the recommended price can be reduced only by about 3-5 per cent. This is because the Government's prices are based on mark-ups of 33-50 per cent—probably applicable to most high-turnover brands, but not necessarily to agency and lower-turnover brands.

A spokesman for the Toilet Preparations Federation pointed out that, theoretically, anything that earned more than a 150 per cent mark-up would in fact *rise* in price on changing from 25 per cent purchase tax to 10 per cent VAT. The Government had recognised that different mark-ups were customary in different trades—costume jewellery, for example, was advised as reducing by only 1-4 per cent—but they had not, apparently, approached the toiletries industry concerning mark-up practice.

The TPF believes it is now too late to alter the Government's campaign, and it will therefore fall to retailers to explain to customers that neither their own, nor the manufacturer's profit has been increased, despite the shortfall on the price reduction.

Books

land Street, London W1. 10 × 7in. Pp 570. £8.75.

The editors of this work, who are all professors of pharmacy, state in the preface: "The evolving role of the pharmacist requires him to obtain further growth and maturation in interprofessional health care activities."

They have designed the text to assist pharmacy students to become "patient orientated and appreciative of the total rationale of drug therapy."

Chapters cover "the patient-pharmacist interview," laboratory diagnosis, therapeutic performance of drugs, drug interactions, parenteral therapy, administration to patients, "patient dismissal", community pharmacy practice and a variety of other subjects.

Books received

Modern Inorganic Chemistry, Joseph H. Lagowski. Marcel Dekker Inc., New York. 9 × 6 in. pp 806. \$13.75.

Clinical Pharmacy Practice.

Edited by C. W. Blissitt, O. L. Webb and W. F. Stanaszek. Lea & Febiger. Distributed in Great Britain by Henry Kimpton, 205 Great Port-

Cardiovascular drugs

HOW DO THEY WORK?

by R. G. SHANKS, MD, DSc, Professor of clinical pharmacology, The Queen's University of Belfast

A large number of drugs have an effect on the cardiovascular system. These actions may be of value in therapy or may occur as an unwanted effect. In the former group are drugs such as digoxin, glyceryl trinitrate, anti-arrhythmic agents and hypotensive drugs. These drugs generally have one main action on the cardiovascular system, which is of therapeutic value. Glyceryl trinitrate produces a peripheral vasodilatation to reduce cardiac work and relieve the pain of angina pectoris. Digoxin has two main actions on the heart; it increases the force of cardiac contraction and prolongs conduction through the A-V bundle; the former is used in the treatment of cardiac failure and the latter in atrial fibrillation.

Beta-receptor stimulators

Drugs that stimulate beta adrenergic receptors are widely used for the treatment of asthma as they dilate the bronchi. These drugs include isoprenaline and orciprenaline, but in addition to dilating the bronchi they increase heart rate, thus producing an unwanted effect on the cardiovascular system. This effect can be reduced by using a drug such as salbutamol which selectively stimulates beta receptors in the bronchi while having little effect on those in the heart.

As there are many groups of drugs affecting the cardiovascular system, I intend to describe only those that are used for treatment of essential hypertension.

Insurance companies have known for many years that raised arterial pressure was associated with a shorter life expectancy. The study by the Society of Actuaries in the United States indicated that any increase in pressure above normal was associated with an increase in mortality. The Frammingham and Tecumseh studies indicated that hypertension was a common disease and that mortality and morbidity were increased with increasing arterial pressure as a result of cerebrovascular accidents, coronary artery disease and renal failure.

The development of drugs that would reduce arterial pressure was soon shown to prolong the lives of patients with malignant hypertension. The death rate within one year of the diagnosis of malignant hypertension was 80-90 per cent before the introduction of anti-hypertensive therapy. When the condition is adequately treated, the survival rate at the end of five years has been shown to be as great as 60 per cent.

The beneficial effects of treatment of "benign" essential hypertension have been more difficult to demonstrate on the basis

of retrospective studies, such as those which showed the beneficial effects of treatment of malignant hypertension. The results of a series of prospective studies in the treatment of essential hypertension have now been described.

The most comprehensive was that by the Veterans Administration Co-operative Study Group. These studies indicated that, in patients with initial diastolic pressures greater than 90 mm Hg, a lowering of pressure by prolonged treatment with drugs, reduced the morbidity and mortality in comparison to that in an untreated control group. Treatment of such patients may require to be continued for a prolonged period of time.

No ideal drug is yet available for the treatment of hypertension. Such a drug should reduce systolic and diastolic pressure in the supine and erect position without interfering with circulatory readjustments, produce minimal or no side-effects, and have a reasonable duration of action, without development of tolerance. As no such drug is yet available several are used alone or in a combination with each other.

The drugs used in the treatment of essential hypertension reduce sympathetic vasoconstrictor tone which maintains a raised peripheral vascular resistance. This effect was first achieved by ganglion blocking drugs such as hexamethonium, pentolinium, pempidine and mecamlamine. As their name indicates they blocked transmission in the sympathetic ganglia and reduced sympathetic vascular tone and arterial pressure.

Side effects occurred frequently in patients treated with these drugs and consisted of two main types. The hypotensive effect of the drugs was greater when patients were standing due to a reduction in venous return. This phenomenon has been described as "postural hypotension" and made control of arterial pressure in the supine and erect positions difficult.

Transmission through parasympathetic ganglia was also blocked and gave rise to the second main group of side effects which were most troublesome. These included drying of secretions, paralysis of accommodation, constipation, urinary retention and impotence in males. These drugs are rarely used now.

The disadvantages of blocking the parasympathetic nervous system has now been overcome by the development of drugs which specifically block transmission in sympathetic post-ganglionic neurones. These include guanethidine, bethanidine and debrisoquine. The exact mechanism by which these drugs exert their effect is not clear, although guanethidine, unlike the others, depletes the noradrenaline stores at post-ganglionic sympathetic nerve ends. Postural hypotension is the most severe side effect and may occur after severe

exercise. Diarrhoea may also occur.

Reserpine, which is the active principle of *Rauwolfia serpentina*, reduces sympathetic vasoconstrictor activity by depletion of the stores of noradrenaline at the sympathetic nerve endings. A variety of side-effects may occur, including sedation which may progress to depression, diarrhoea and nausea.

Methyldopa is now extensively used for the treatment of hypertension. Methyldopa is handled in the body in the same way as dopa and is converted into methyl-noradrenaline which replaces noradrenaline at the sympathetic nerve endings. As methyl-noradrenaline has about one hundredth the activity of noradrenaline, the administration of methyldopa produces a reduction in the activity of the sympathetic nervous system and a decrease in peripheral resistance. The most common side-effect is sedation which is usually of a transient nature. Postural hypotension occurs to a lesser extent than with the drugs already listed. A positive direct Coombs test may occur in 20 per cent of patients, but haemolytic anaemia occurs in relatively few patients.

Central action

Clonidine, which has been recently introduced for the treatment of hypertension, appears to act centrally to reduce sympathetic vasoconstrictor activity as it does not affect the activity of adrenergic neurones. The role of this drug in therapy has not yet been defined but the most troublesome side effect is sedation.

The thiazide diuretics are used in the treatment of hypertension either alone or or in combination with other drugs. The initial reduction in pressure results from a reduction in plasma volume but an additional mechanism must contribute to the sustained hypotensive action of these drugs. This mechanism is not yet fully understood. Prolonged oral administration of diuretics produces few side effects; elevation of plasma uric acid occurs and may be associated with gout.

The beta adrenergic blocking drug, propranolol, has been used for the treatment of hypertension, although its mode of action is unknown. The acute administration of the drug reduces arterial pressure and cardiac output but increases total peripheral resistance. A further fall in pressure develops over several weeks with prolonged oral administration. Recently it has been suggested that propranolol is more effective in patients with raised plasma renin levels than in those with low levels. In patients with hypertension, propranolol produces few side effects.

As no individual drug is always successful in the treatment of hypertension, many different drug regimes are used to try to produce the optimum effect with the minimal incidence of side effects.

Seventh in a series of postgraduate lectures given recently to members of the Pharmaceutical Society of Northern Ireland.

Three presidents meet in NI

A dinner given by the president of the Pharmaceutical Society of Northern Ireland, Mr T. I. O'Rourke, was attended by the president of the Pharmaceutical Society of Great Britain, Mr J. P. Kerr, and the president of the Pharmaceutical Society of Ireland, Mr R. J. Semple and Mrs Semple.

During the dinner which was held at the Dunadry Hotel, Templepatrick, certificates were presented to new fellows of the Pharmaceutical Society of Northern Ireland.

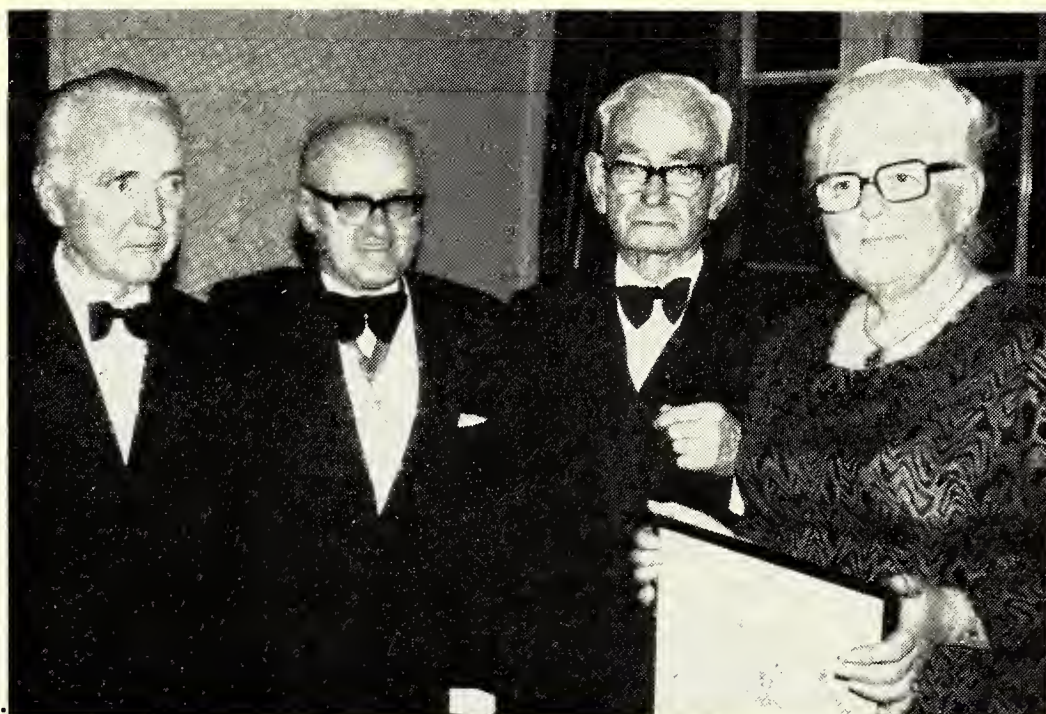
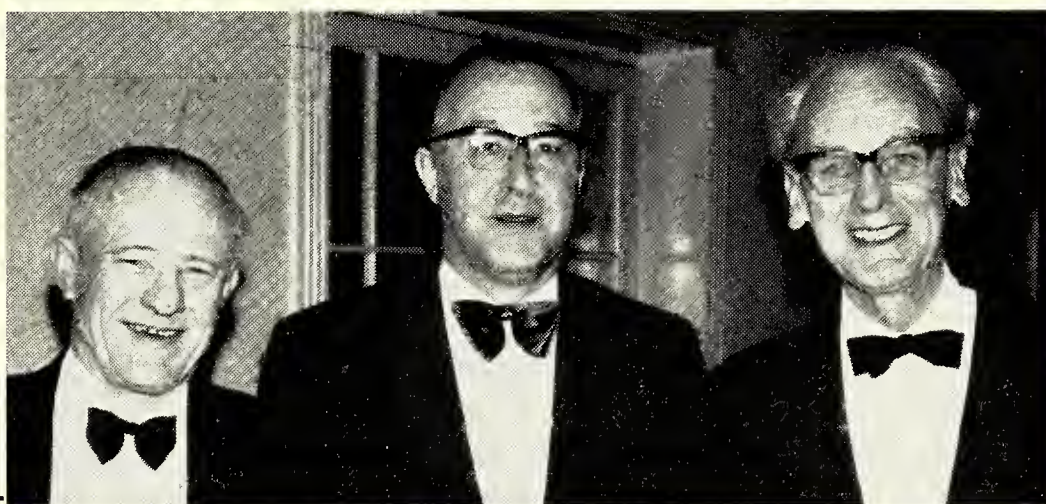
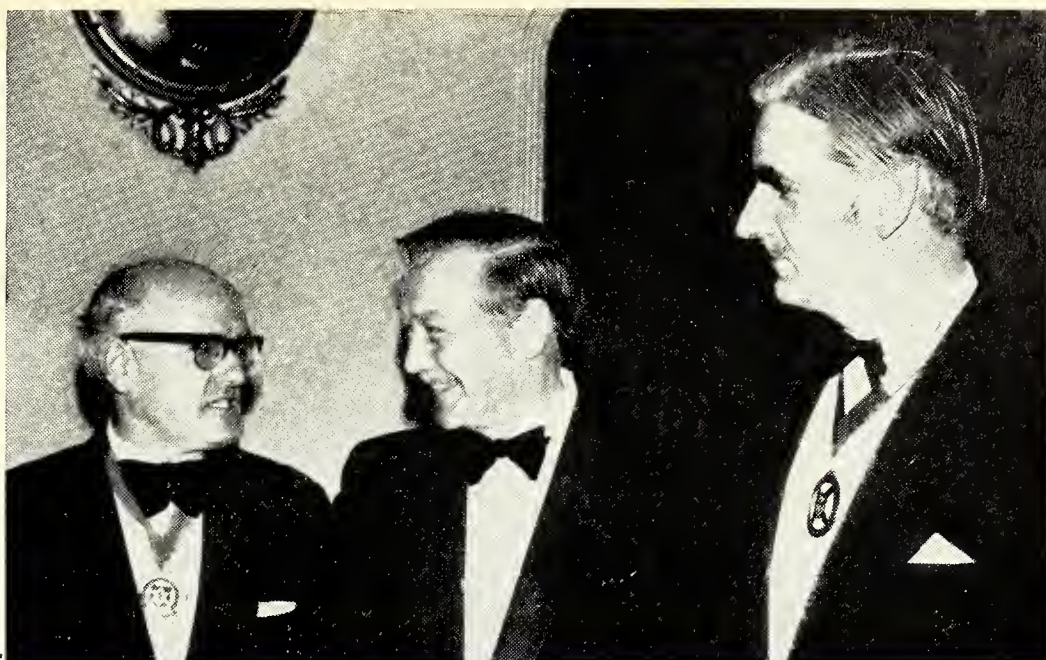
Mr O'Rourke who had been unwell during the previous few days and had almost lost his voice was glad of the assistance of a microphone and amplifier when he welcomed the guests and colleagues.

Mr Kerr in thanking the president and the Northern Ireland Society for their hospitality said that "entry into Europe was going to change all our lives" and there had been much talk about the draft directives. As he saw it, "it was basic" that the pharmacist was the best trained person to handle medicines and furthermore that all medicines should be sold from a pharmacy. Mr O'Rourke awarded the fellowship certificates to Miss R. J. W. Barry, Mr R. J. Jeffers and Mr W. J. Rankin. He regretted that Mr Horatio Todd, a past president of the Society now in his 95th year, was unable to be present.

Of Miss Barry, Mr O'Rourke said she was the first graduate in pharmacy at the Queens University, Belfast. Subsequently "she obtained an MSc in chemistry" and for many years lectured to pharmaceutical students in the College of Technology, Belfast; a gifted lecturer who took a great interest in the future careers of her students.

Mr R. J. Jeffers had served his apprenticeship with Conner & Sons, Newry, and "must be one of the few who lived in" during the four-year period. After qualifying he became the Northern Ireland representative of Allen & Hanburys Ltd. For many years he was closely connected with the Ulster Chemists Golfing Association. When giving the certificate to Mr W. J. Rankin, Mr O'Rourke said the name of Rankin had been well known in pharmaceutical circles in Northern Ireland for many years. His father was treasurer of the UCA. Mr Rankin succeeded him in that office and in turn he was succeeded by his son J. R. Rankin. Mr W. J. Rankin was a representative for Beatson Clark & Co Ltd and had always taken an active interest in pharmaceutical affairs and in the history of Irish pharmacy.

Replying on behalf of the new fellows, Mr Rankin said anything they had done



for pharmacy had been done for the love of the profession. He himself had had a happy and long life in pharmacy and had watched the growth of the Society.

He recalled that one of his red-letter days in pharmacy was when he visited the *Chemist and Druggist* offices in London to receive a book prize following success in the analytical chemistry competition held by the publication. Mr Rankin praised the present Council and hoped that it would be able to carry on its good work for some time to come.

1. Mr T. I. O'Rourke, president, Pharmaceutical Society of Northern Ireland. Mr J. P. Kerr, president, Pharmaceutical Society of Great Britain, Mr R. J. Semple, president, Pharmaceutical Society of Ireland.

2. Mr A. Medcalfe, chairman, National Pharmaceutical Union. Mr D. F. Lewis, secretary, Pharmaceutical Society of Great Britain. Mr J. McClenahan,

3. The president with, on his right, Mr R. J. Jeffers, and on his left, Mr W. J. Rankin and Miss Barry.

One pharmacist and his hobby

From fell walking is born a love for writing

Author J. B. Priestley, actors Frankie Howerd and Albert Finney, brain surgeon Ronald Raven, weather forecaster Bert Foord and Secretary for Northern Ireland, William Whitelaw, have one thing in common—quite apart from being nationally known—they have all been interviewed by pharmacist Frank Haley.

Mr Haley's hobby since the 1940's has been writing and because he is greatly interested in people he has naturally channelled his talents into writing about them.

As a general rule most pharmacists avoid "putting pen to paper" like the plague. A few will write to the Press or even to their MP if they are sufficiently roused by some cut in NHS remuneration but, this apart, it seems pharmacists mostly employ their spare time in other pursuits.

With that picture in mind C&D asked Mr Haley, now a Boots' relief manager who retired from full time management at the end of 1971, how or why he came to take up such a hobby. His short answer was "The Lake District and its people".

For 12 years he was manager of Boots' branch in Keswick, Cumberland. "The superb views to be seen from the pharmacy and in and around the town coupled in the friendliness of the customers made it inevitable that I should write about them one day" he said.

First in a series

Following a suggestion from his wife Mr Haley decided to write an article for Boots house magazine. It was printed under the title "On your doorstep" and an accompanying suggestion by Mr Haley that employees in other branches might contribute similar articles about their place of work was taken up with the result that a series of which Mr Haley was the pioneer, proved a popular feature in several succeeding issues of the magazine.

He made a considerable study of Lake-land literature, ancient and modern, using this in articles. As a result the National Book League asked him to give the inaugural lecture for a week-long rally they held near Keswick.

Before that however, he had reported to the local papers on the affairs of a newly-formed branch of the Young Conservatives. Evidently the editors liked his style, for they were soon offering him assignments such as reviewing books particularly those on local topics and pursuits. This led on to interviewing the authors from time to time when they came to the neighbourhood. Among them were the late Graham Sutton, writer of stories with a Lake District setting, and W. A. Poucher, pharmacist, perfumer and photographer. His flair for this particular type of writing must have stemmed from that time because he has since provided a series of "pen portraits" for magazines

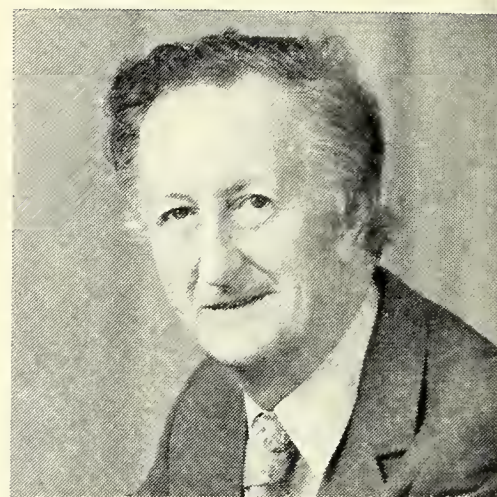
not only those dealing with life in Cumberland and Westmorland, but in Yorkshire and some of the Home Counties.

The famous names mentioned above are but a few of the interviews he has recorded of people from all walks of life. But interviews are not the sole preoccupation of Frank Haley's writings. His love of fell walking brought a commission from the publishers, Hodder and Stoughton, to write a book about it. Matters historical have also interested him and articles on this subject where connected with pharmacy have appeared from time to time in C&D. Such contributions have included articles on Drugs and Thomas de Quincey; Sir Joseph Swan as recalled in an interview with his son, Sir Kenneth Swan, QC; Recollections of Victorian and Edwardian Pharmacy by William Wandless of Whitehaven; Henry Cavendish, Millionaire Recluse of Science; and the story of how W. H. Poucher was termed "mad" for recommending cosmetics for men in 1930.

Though Mr Haley broadcast on several occasions, he soon decided that side of the "media" required too much of his time "A commodity I had precious little of—one half-day a week and Sunday."

Mr Haley was born in Newcastle-on-Tyne and served his pharmaceutical apprenticeship with Boots Ltd in that city. Thomas Birkbeck Lawson, always formally dressed in wing collar, bow tie, striped trousers etc. was his task master. That was in 1929.

Another pharmacist he recalls of that

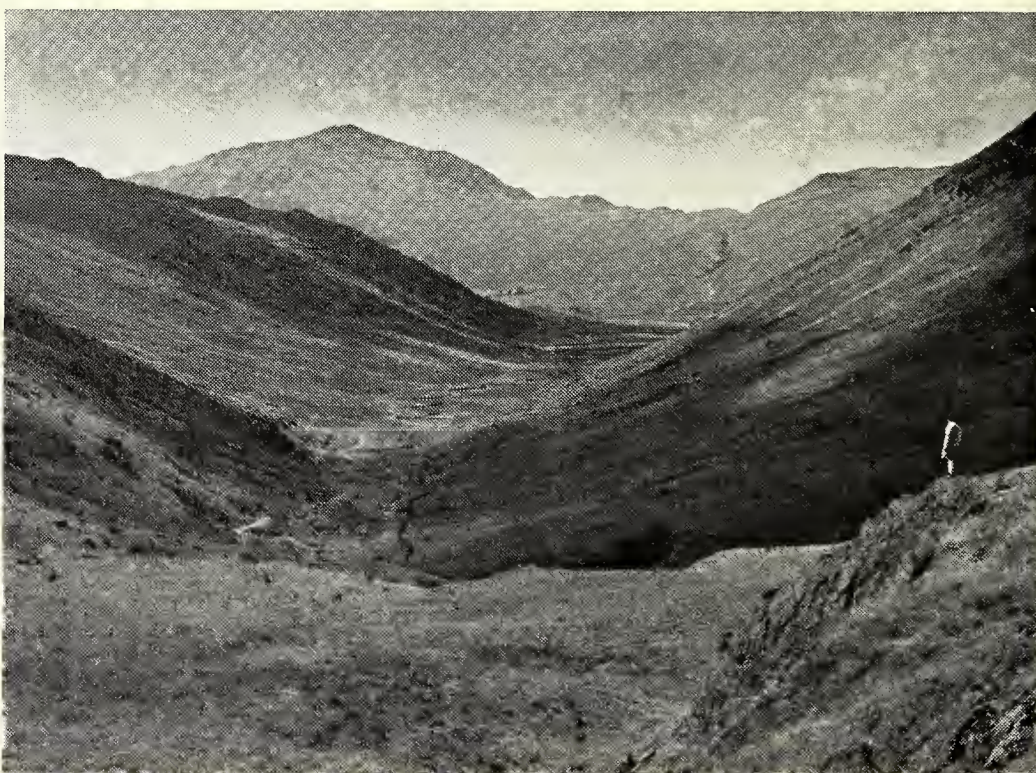


Frank Haley

era and one who "stood 7ft tall" in his opinion was Peter Tavendale, Boots' territorial general manager.

As a hobby, writing has been rewarding for Frank Haley not so much in a pecuniary sense, he says, as in the opportunities it has afforded him to meet and talk with so many interesting people from all walks of life. When he decides to give up dispensing medicine he will be already well equipped to dispense words to the "hungry presses" and, by then, perhaps, payment for the copy will be more in line with the effort spent.

Aside from the vivid variety of life shown to any pharmacist in his daily work, his greatest interest is still in fell walking. When revisiting Keswick, he has been more than pleased by the way people there have remembered him. Even though the family was once "banned" from the ornamental park by an irate gardener objecting to Frank Haley's son, a super-active child, rampaging among the flowers.



W. A. Poucher took this picture on one of his Lakes expeditions with Frank Haley, who is seen on crag at right, looking down western descent of Wrynose Pass and up at Hardknott Pass



Lil-lets sales will be in pretty good shape in '73!

The new round end Lil-lets is a more natural shape tampon – we've researched it thoroughly, with women of all ages, and they agree. So, many of your customers will be looking for new-shape Lil-lets.



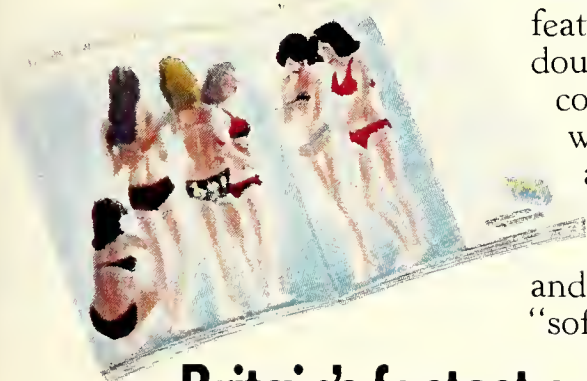
New shape.

Lil-lets are spending more money this year than ever before – on a huge national press campaign in all major teenage and women's magazines, featuring whole page and double page spreads in full colour. This new advertising will be seen by over 85% of all sanitary protection users. We've completely re-designed the Lil-lets pack, and research found it to be "softer, more feminine, more

appealing". At the same time, the combination of light and dark blue gives greater legibility and easier pack recognition – altogether a more eye-catching pack for your shelves.

So – new shape, new advertising, new pack; it all adds up to one thing – new sales for you in '73. Make sure you stock up with Lil-lets now.

More advertising.



New pack.



Britain's fastest growing tampon brand.

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VITAMIN C DRINK—**

**TO HELP MAINTAIN THE HEALTH
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Progress with the VTO: Low-cost distribution test run starts

"test run" on a low-cost distribution system for retail pharmacy began last week in the north of England, Mr A. Trotman, managing director of NPU Marketing Ltd, said in Bristol on Sunday. An "LCD" system is an essential component of the projected NPU voluntary trading organisation, and the test is therefore another step in the feasibility study. Bringing NPU members up-to-date on VTO progress—and explaining why things are taking so long—Mr Trotman said that four wholesalers were taking part. There were already signs that the discounts that could be won from manufacturers in return for promotional promises by participating chemists would be "higher than we ever dreamed". However, Mr Trotman emphasised that high discounts would apply only to selected products, "those brands on which you want to be competitive", but that there should be an overall saving of $\pm 1\frac{1}{2}$ per cent on all products in the stock range.

It had been agreed, he said, that the VTO's range must be extensive—a list of some 1,800 products was contemplated.

The 'rules'

The rules of an LCD system were:

Members would be required to purchase manufacturers' packs (the smallest shrink wrap was acceptable, provided the wholesaler did not become involved in re-packaging).

Weekly ordering. It would help both retailer and wholesaler if the inventory was divided into, say, three, so that one section could be ordered each week. A stock control pattern would be built up along these lines.

Continuity of purchasing.

Maximum volume.

Payment by agreed terms (credit is rejected in the price charged) and the aim was low cost.

Acceptance of the above disciplines by the retailer would result in the following advantages.

Consistent low prices, which would be monitored centrally.

Reduced administration, with less invoice checking, etc.

Faster stock turn because of more frequent, smaller deliveries of all manufacturers' products. A stock-turn of at least eight times a year was "quite realistic", said Mr Trotman.

Competitive consumer prices, with the central organisation able to advise on which products to cut, as a result of research. Supermarket chains achieved their "price image" by deep cuts on only 25-35 lines.

Net profit growth.

Reduced stock investment and storage space.

Mr Trotman divided the development of VTO into two stages. The first involved

This advertisement by the South African chemists' VTO, Plus, was used by Mr Trotman to show how corporate image can be employed to increase the public's trust in the pharmacist

co-ordination and exploration of chemists' buying and selling power, development of their retailing efficiency, and the acceptance of "disciplines" by both retailer and wholesaler. The disciplines included the need for member retailers to clearly identify their premises with the organisation—in Australia, the chemists' Guild Shield "Chemart" group had found it necessary to require 50 per cent of the fascia to be allocated to symbol identification, anything less had been shown to be ineffective.

Only when stage one had been proved could the organisation move to stage two. This would include the development of "growth" services and research to find the

Rheumatism and arthritis widespread in Britain

The rheumatic diseases probably produce more suffering than any other group of complaints when measured in terms of days of physical and psychological distress. An office of Health Economics report, "Rheumatism and Arthritis in Britain", published recently, claims that over one quarter of the United Kingdom's population has suffered from symptomatic rheumatic disease at some time.

These complaints were the most frequent reason for medical consultation by women, and were second only to respiratory infections in men. The effects of rheumatism and arthritis accounted for more than 11 per cent of working days lost due to sickness absence in 1971.

The cost of these diseases to the NHS amounted to over £71 million in 1970, of which pharmaceutical expenditure was estimated at over £14 million, or about one tenth of the total cost for all the pharmaceutical services.

Next time you're in pain,
take your chemist's advice
before you take anything.



Your chemist isn't just interested in selling you some tablets. He's a professional, trained to help you care for your health. He understands the limitations of pain relieving medications. He knows when you need them. Take COGAS, for example. Your chemist will recommend it with confidence for the treatment of severe pain. This is because the COGAS formula contains proven ingredients which combine to form a powerful pain reliever. But the best thing about COGAS is the fact that it dissolves completely in water, thus ensuring the system for more rapid relief than could be the case with an ordinary tablet, and providing almost immediate relief. The next time you're troubled by severe pain, a bad headache, fever or the pains of rheumatism or arthritis, ask your chemist about dependable COGAS. If your chemist's advice can help ease when you're in pain, it's invaluable when it comes to treating your baby or child. Because your chemist understands how everything an unwell child can be—he would never recommend it to a child unless he was sure the benefits would far outweigh the hundred percent risks. Like Viofen for instance, it's fast and tested product, developed especially for the treatment of pain in infants and young children. And COGAS is safe to use with complete confidence for the treatment of headache, neuralgia, toothache, rheumatism, and influenza. Next time, you'll tell all other members of your family, and even your pet, to ask your chemist for COGAS. And his knowledge of your complaint, and his advice for effective relief and good health.

PLUS pays tribute to the Chemists of South Africa—your family's health needs are their responsibility.

key to successful chemists. Mr Trotman pointed out that the "own label" could not be introduced until this stage—it was the organisation's name for value that built the own label, not the value of the own label that built the organisation.

The second part of the second stage was advertising and promotion by the organisation. Approximately two-thirds of the finance would come from the manufacturers whose products were being promoted.

Asked when members might have the full plan put before them, Mr Trotman said they were "getting close". The current problem was organisation of the wholesaler franchises.

An estimated further £9 million was spent on medicines purchased without prescription, a figure accounting for 10 per cent of all non-prescription drug sales. Surveys have found that mild rheumatic disease is a condition frequently treated by self medication.

... and a new treatment

A new anti-inflammatory agent, Naproxen, will be reviewed at an international medical symposium to be held in Geneva on May 7-8.

Investigators from Britain, France, Germany, Spain, Switzerland, the USA and Canada will report on their experience with the drug. Among the speakers will be scientists from the Syntex Research Centre in Palo Alto, California, where Naproxen was developed in a research project begun in 1965.

Naproxen is currently being evaluated in some 200 clinical studies in 15 countries (including the UK), involving more than 11,000 arthritic patients. Initial clinical reports indicate reduced side effects.

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Hospital pharmacy forum

by a hospital pharmacist

A question of degree

At the February Council Meeting of the Pharmaceutical Society of Northern Ireland (C&D March 10, p 313) a proposal by Professor D'Arcy to institute a course leading to the degree of MSc in hospital pharmacy came up for discussion. One member suggested that there should be a similar course for general practice pharmacists and his point of view will probably find a good deal of support on this side of the Irish Sea where several universities already offer higher degrees in hospital pharmacy. As far as one is aware, none of them offer higher degrees in other branches of pharmacy, eg general practice or industry, probably for the very good reason that while it seems to be a relatively simple matter to persuade hospital authorities to sponsor candidates, private industry and commerce tend to scrutinise requests somewhat more closely before parting with their money.

The cost of "sponsoring" a candidate to read for a second degree is quite substantial. If the course is a full time one covering one year, the employing authority must not only pay the university fees and the salaries of any students it sponsors, but also the salaries of staff engaged to cover their temporary absence from duty. In the case of pharmacists the total cost to the employer could well be in the region of £5,000 per student and he will consequently want to satisfy himself that he is getting value for money.

Buyer's market

In the public service the same considerations should apply. The taxpayer has no obligation to provide money for a candidate to read for a second degree simply to improve his chances of getting a better post and that is probably the reason why the Department recently asked hospital authorities to try to forecast their probable requirements of pharmacists with higher degrees. It would be manifestly absurd for all hospital pharmacists, or even a majority of them to have higher degrees, but potential candidates are at present operating in a buyer's market where universities are almost falling over themselves to attract students to their newly established courses.

In industry it is normally the employer who takes the initiative. A graduate employee who shows exceptional ability and promise may be sponsored for a course leading to a higher degree in the expectation that it will help to equip him to take on senior management responsibilities. In the hospital pharmaceutical service it should not be too difficult to spot potential regional and area pharmacists amongst new recruits to the service and to offer them accelerated promotion if they are prepared to work for a higher degree.

It would also help if universities raised

the standard of the educational qualifications required from candidates applying to read for a second degree. There was a time when only those with first or good second class honours were eligible, but today this rule seems to have been abandoned in the great scramble for students.

Professor D'Arcy made it very clear that his proposed course would be an exacting one and emphasised his point by explaining that students who had qualified by means of the diploma would probably need to carry out a year's preparatory work before engaging upon the full time course. In Britain where all pharmacists who have come on the Register since 1967 have a degree, the need to admit non-graduates to courses for a second degree is highly questionable.

Most hospital pharmacists who have been registered for five years or more should by now be in posts involving senior

Growing power of US drugstore chains

The current battle between chain and independent drug stores is one of the most devastating in the history of American retailing, writes a US correspondent. However, the chain operators face tougher resistance than they did in the grocery field, largely because the small drugstore proprietor is protected by a maze of laws that vary from state to state.

In addition, because there are so many drugstores—more than 50,000—pharmacists constitute a powerful lobby in the state legislatures.

Nevertheless, the chains are gaining. The latest US Government figures show that chains operating 11 or more stores do one-third of retail drug sales. These figures were based on multi-unit chains in 1967, and they have made considerable progress since then. *Chain Store Age* notes that 15 years ago there were 8,900 chain drugstores; by 1969 there were 15,000; there are now 17,650—and 1,300 more are scheduled to be added this year.

Since the number of retail drug outlets has not changed markedly it is clear that the independents are disappearing.

The largest chain is the Chicago-based Walgreen, with 572 drug outlets and annual sales volume of \$860 million. More representative of the new trends are chains such as Los-Angeles-based Trinity drug and Cincinnati-based SuperRx. Thrifty is putting a volume of \$388 million through 394 stores. In 1959 it had only 145 stores with total sales of \$115 million. SuperRx has moved from 180 stores in 1965 to 475 today, an expansion backed by finance

management responsibilities. It would appear very doubtful indeed whether an additional paper qualification awarded following a course of study in a university department where few, if any, members of the teaching staff have had any recent experience of hospital pharmacy, will turn them into better hospital pharmacists.

More important still perhaps is the fact that such a person will presumably have attained a position in which he has significant delegated responsibility for the work of other pharmacists and technicians and who, in consequence, cannot easily be replaced by a locum. Moreover, such an officer is likely to have taken on family responsibilities and this will make it very difficult for him to cope with the work involved in an exacting course. It is far from easy to write a thesis of MSc standard and at the same time cope with the responsibilities of motherhood or fatherhood.

Taking all these factors into account there would seem to be very strong reasons why employing authorities should normally limit their sponsorship to candidates who already have a good honours degree and who have shown sufficient promise to indicate that they are area or regional pharmacist material. The decision should be made as soon as possible after recruitment before prospective candidates have lost the study habits acquired as undergraduates and while they are still free to pursue their studies with single minded devotion.

from its owner, Kroger, the nation's third largest grocery chain.

Our correspondent adds that the expansionist-minded chains have shrewdly allied themselves with consumer advocates who have been demanding more information about drug prices, particularly those sold on a prescription. Most states still ban the advertising of prescription drug prices, although these laws recently were repealed in Maryland, Florida and Pennsylvania.

Cell culture helps predict drug side effects

Tissue culture investigations are proving to be a useful supplement to drug screening programmes according to Miss Mary Dawson, Senior Lecturer in Pharmaceutical Technology, University of Strathclyde.

Speaking at the Pharmaceutical Society Scottish Department evening meeting recently, she explained how tissue culture offers a relatively precise and controllable means of assessing a drug's effect at cellular level. These techniques had been applied mainly to antimicrobial and anti-cancer drugs.

Many of the newer antibiotics had been examined for toxicity or mode of action; said Miss Dawson and it was possible to study their effects on bacteria ingested by cells and to detect antibiotic sensitisation by changes in lymphocyte cultures.

The greatest value of cell culture investigations lies in the prediction of possible adverse reactions of drugs. Studies of the effects of tetracycline on bone growth reveal decreased protein and thymidine uptakes. In practice, however, it took ten years to realise the association between tetracycline and impaired bone development.

Growing LPC opposition to Central Committee's Linstead proposals

More Local Pharmaceutical Committees are joining North-east London's call for rejection of the Central Contractors Committee circular concerning the future of the Linstead working party and its report (C&D, February 24, p229).

The West Sussex Pharmaceutical Committee has put forward a suggestion that a new *ad hoc* body be convened to work within very much wider terms of reference. They recommend "that the pharmaceutical service be examined on a national basis to include general practice pharmacy, the pharmaceutical service under the National Health Service, and also to attempt to co-ordinate the pharmaceutical service in small hospitals with general practice pharmacy, and finally, that this body be instructed to formulate a policy for a comprehensive national pharmaceutical service which should include such items as prescription collection and delivery services in rural areas with co-ordination of general practice and hospital pharmaceutical services."

The Committee suggests that appropriate membership of such a body should be: Central Contractors Committee 2 members; Pharmaceutical Society of Great Britain 2 members; Company Chemists Association 2 members; Hospital Pharmacists, group or regional, 2 members; Elected by Pharmaceutical Committees 5 or 7 members and Employee pharmacists 2 members. The committee say that a minimum of two members for each group should ensure representation by one member at each meeting. The Committee would welcome Sir Hugh Linstead's chairmanship.

Buckinghamshire Pharmaceutical Committee says it can see no justification for altering its attitude expressed at the LPC conference in October. Its letter to the Central Committee goes on "We are at a loss to understand the change of attitude of the Society. The working party recommended that you and the Society take action within the spirit of our resolution, but with one alteration which we would now agree to, ie that seven chemist contractors elected by LPCs would be preferable to the 13 originally requested.

No new evidence

The Society, however, are now of the opinion that no new evidence would be forthcoming, yet their own evidence takes what is basically a quite contrary view to that of the working party. Indeed it was the publication of their evidence which in many respects echoed our own sentiments, and hardened our attitude to the weaknesses inherent in the original report and made the overwhelming majority of us resolve to reconsider all the evidence submitted. Nothing has since been said to alter our resolution.

"We feel that you should be severely

censured on your approach to this issue. You must be aware that most LPCs meet every two or three months, yet you submit your new proposals with a five week time limit.

"This proposal embodies two separate issues of: a, not to reconvene the working party; b, to carry out a complete evaluation of general practice pharmacy with a view to a Government inquiry.

"However, the manner in which you put forward the proposal has confused many people, for a vote of acceptance for a Government inquiry—already agreed to in principle by the conference, automatically precludes the reconvening of the original working party (overwhelmingly agreed to at the Conference).

No need to vote

"We believe that we should not have to vote again on issues already resolved. If it was so vital that we do so, the two issues should be voted separately because many will have again voted for the government inquiry, knowing that it was carried by a narrow majority of 104 to 96 at the conference, but fully believing that the resolution on the working party would still be implemented as resolved.

"We ask, therefore, that you allow sufficient time for LPCs to discuss the implications of the confusion that has arisen in your proposal, and if necessary reaffirm their voting at the conference to reconvene the working party."

In its letter to the Central Committee, Hertfordshire Pharmaceutical Committee contends that the spirit and letter of the LPC resolution can be revoked only by a majority vote passed at another conference of LPC representatives.

"We would not disagree in principle with the proposal to set up a new body to evaluate the long-term changes considered to be desirable in general practice pharmacy, with the possibility of a subsequent government inquiry. However, the proposal to set up such a body does not absolve the Chemist Contractors Committee from their responsibilities resultant from the conference.

"We are very perturbed that, notwithstanding the sense of extreme urgency of the situation which was conveyed at the conference, it has taken the Chemist Contractors Committee five months to come to their present decision.

"We consider that any objection the Council of the Pharmaceutical Society may have to the October resolution is completely irrelevant to the duties of the Chemist Contractors Committee. We would strongly exhort the Committee to carry out the wishes, constitutionally expressed, of the overwhelming majority of Contractors, who, of course, are the Contractors Committee's sole *raison d'être*."

USA News

Cosmetics ingredients to be listed on labels

The Food and Drug Administration recently acted to require listing of cosmetic ingredients on product labels. The action is part of an FDA 4-point programme of cosmetic regulation begun in August 1971. Already in effect are voluntary registration of cosmetic manufacturing establishments—650 registered to date; filing of product formula with FDA—802 recorded to date. A system for reporting adverse experience by cosmetic users is planned to begin during 1973.

The proposed FDA ingredient listing requirement is published concurrently with a petition for such action by the Consumer Federation of America and Professor Joseph A. Page of Georgetown University. The Food and Drug Act provides that any citizen or group may petition the Agency for a needed regulation.

Code for medicines advertising on TV

The United States television industry has announced strong new measures to regulate the advertising of non-prescription medicines. The rules, effective from September 1, have been drawn up by the Television Code Review Board of the National Association of Broadcasters. It prohibits:

- ☐ On-camera taking of pills or capsules.
- ☐ Advertising in or adjacent to programmes designed primarily for children.
- ☐ Use of children in presentations on behalf of non-prescription medications intended for adults.
- ☐ Personal testimonials or endorsement of products by "authority figures or celebrities."
- ☐ Approaches commonly associated with the "drug culture" or which imply a casual attitude towards the use of drugs and medications.
- ☐ References to non-prescription medications as "non-habit forming" or non-addictive.

The code board chairman, Mr Max Bice, said: "In taking these actions, the board demonstrated again that voluntary, self-regulation machinery can protect the public interest by dealing effectively with difficult issues".

DES pill will get 'morning after' go-ahead

The US Food and Drug Administration plans to approve diethylstilbestrol for use as a "morning after" birth-control pill despite the possibility of a cancer risk to newborn infants.

FDA Commissioner Charles C. Edwards told a Senate subcommittee that "there is no evidence for a significant risk" to women under prescribed dosages.

Market News

OLIVE OIL PRICE UP

London, March 21: Spot olive oil is now quoted around £600 metric ton—a full £90 up on about a month ago. Export licences in Spain are again available for the oil but Tunisia has withdrawn her offers. In essential oils more Chinese offers were withdrawn including peppermint and eucalyptus.

The firmer tendency in crude drug prices was maintained in the week. Belladonna root at £400 metric ton compared with £320 previously. Also dearer were balsam tolu, gentian root, benzoin, lemon peel, Nigerian ginger and kola nuts. Cape aloes, was nominal with Curaçao slightly easier. Lower were cherry bark and celery seed on the spot.

Pharmaceutical chemicals

Acetic acid: 12-ton lots, delivered, per metric ton, BPC glacial £94; 99.5 per ton technical £87; 80 per cent grades pure £82.50; technical £75.

Aloin: 50-kg lots £9 kg.

Aminacrine hydrochloride: £33.50 kg.

Ammonium bicarbonate: £55 metric ton delivered; carbonate lump and powder £88.20.

Aspirin: 10-metric ton lots £577.50 ton; 5-ton £583; 1-ton £592.50.

Benzoic acid: One-metric ton lots £30.42 kg.

Bismuth salts: £ per kg.

	12½-kg	50-kg	250-kg
Carbonate	5.38	5.20	5.15
Salicylate	4.53	4.30	—
Subgallate	4.83	4.60	—
Subnitrate	4.87	4.65	4.60

Borax: BP grades, per metric ton, in paper bags delivered—granular £112; crystals £154; powder £122; extra fine powder £126. Technical grades less £24 per ton.

Boric acid: BP grade per metric ton; granular £110; crystals £154; powder £122; extra-fine powder £126 in paper bags, carriage paid. Technical is £24 per 1,000 kg less than BP grades.

Bromides: Crystals (£ per kg).

	12½-kg	50-kg	250-kg
Ammonium	0.52	0.43	0.40½
Potassium	0.47	0.38½	0.36
Sodium	0.46	0.38	0.35½

*Powder plus £0.02.

Caffeine: (50-kg) Anhydrous and hydrate £1.78 kg.

Calamine: BP is £297 metric ton for 250-kg lots.

Chloral hydrate: 50-kg lots £0.75 kg.

Chloroform: BP from £258 metric ton in 280-kg drums to £310 in 35-kg drums; 500-mil bottles £0.44 each.

Citric acid: BP granular hydrous per metric ton 50-kg lots, £337; 250-kg £325; 1,000-kg £313. Anhydrous £385, £346, £334 respectively. Premium for powder £10.

Gallic acid: 1,000-kg lots £1.68 kg.

Glucose: (per metric ton in 10-ton lots), monohydrate powder £84; anhydrous £165; liquid 43° Baumé £70 (5-drum lots).

Lactic acid: £570 metric ton for 50-kg lots.

Magnesium carbonate: Heavy £192; light £184 per metric ton.

Magnesium hydroxide: BPC £560 metric ton.

Magnesium oxide: BP (per metric ton); light £560; heavy £890.

Magnesium peroxide: £50-kg lots 23-25 per cent £0.59 kg.

Magnesium sulphate: BP from £42 metric ton exsiccated £75-£80 ton, ex works.

Magnesium trisilicate: £470 metric ton.

Oleic acid: BP £206.70 per metric ton delivered.

Oxalic acid: 20-ton lots about £145 metric ton.

Pyrogalllic acid: Pure 500-kg lots £4.92.

Salicylic acid: Per metric ton 5-ton lots £445; 1-ton £470; 250-kg £520.

Tannic acid: 500-kg fluffy £1.40 kg; powder £1.38.

Tartaric acid: (Per metric ton) 50-kg lots £511.50; 250-kg £506; 1-ton £497.50.

Crude drugs

Aloes: (metric ton) Cape spot and cif nominal. Curaçao £700 spot; £640, cif.

Balsams: (kg) Canada £4.35 spot; shipment £4.25, cif.

Cobaiba: BPC £1.20 Para, £0.90. Peru: £2.10 £2.00, cif. Tolu: BP £1.60.

Belladonna (metric ton) leaves £320 spot; £315, cif. Herb £250; £225, cif. Root, £400 spot.

Benzoin: BPC £45 to £52 cwt spot; £44-£50, cif.

Cherry bark: Shipment £425 metric ton, cif.

Cloves: Madagascar £1,620 ton, cif; Ceylon £1,705, cif.

Ginger: (ton) Cochin, new crop £320, cif. Nigerian split £400, cif; peeled £500, cif.

Gums: Acacia nominal. Karaya No. 2 faq £23 cwt. Tragacanth nominal.

Kola nuts: West African halves £105 spot; shipment £90 metric ton, cif.

Lemon peel: Shipment £440 metric ton, cif.

Menthol: (kg) Chinese spot £6.50; shipment no offers. Brazilian spot £3.55; £3.45, cif.

Seeds: (ton) Anise: China star £175 duty paid; shipment £135, cif. Caraway: Dutch £2,120 metric ton, cif. Celery: Indian £300, shipment £270, cif.

Coriander: Moroccan £83, cif. Cumin: Indian, £325, cif. Chinese £300 metric ton, cif. Dill: Indian, for shipment £180, cif. Fennel: Indian £210, cif. Chinese £225 metric ton. Fenugreek: Moroccan £110, cif. Mustard: £60-£180 spot.

Waxes: (ton) Bees; nominal. Candelilla £570 on spot; £545, cif. Carnauba prime yellow, spot £715; £675, cif; fatty grey £405; £375, cif.

Essential and expressed oils

Almond: Drum lots £0.61 kg.

Anise: Chinese spot not quoted; forward £1.90 kg, cif.

Bergamot: £9.35-£14 kg as to grade.

Birch tar: Rectified £2.54 kg.

Bois de rose: Unquoted all positions.

Buchu: English distilled £210 kg.

Cade: Spanish £0.50 kg.

Cajuput: £0.84 kg on spot.

Camphor white: Spot £0.45 kg; £0.39, cif.

Cananga: Java Scarce, £7.45 kg spot.

Caraway: Imported £14 kg.

Cardamom: English distilled £98.85 kg; Indian £50.

Cassia: Chinese £2.35 kg spot.

Cedarwood: Moroccan £1.60 kg.

Celery: English £25 kg; Indian £18.

Chenopodium: BPC 1950 £767 kg.

Citronella: Ceylon spot not quoted; £1.75 kg, cif.

Cinnamon: Ceylon leaf £1.45 kg, spot; £1.40, cif. Seychelles leaf rectified £3, cif. Bark, BP £2.20; English distilled bark £93.

Clove: Madagascar leaf £1.45 spot, shipment not quoted. English-distilled bud £17.50.

Cod-liver: BP in 45-gal lots £28.80 naked.

Coriander: £8.10-£9.00 kg as to grade.

Cubeb: English, distilled £14.00 kg.

Dill: £6.20 kg spot.

Eucalyptus: No offers from China.

Fennel: Spanish sweet £2.09 kg.

Geranium: (kg) Bourbon £15.50; Congo £14.

Ginger: English distilled £45 kg; Indian £23.

Juniper: Berry £3.08 kg; wood £0.55.

Lavandin: £2.76 kg spot.

Lavender: French from £4.75 kg.

Lavender spike: From £4.25 kg spot.

Lemon: Sicilian £11.70 kg spot.

Lemongrass: £2.70 spot; £2.60, cif.

Lime: West Indian £7.45 kg spot; £7.15, cif.

Mandarin: £5.85 kg spot.

Nutmeg: (per kg) English distilled from West Indian £15.75; from E. Indian £13.55. Imported £5.50.

Olive: Spanish £560-£570 metric ton, cif. Tunisian withdrawn. Spot £600.

Orange: Sweet £0.46 kg spot.

Palmarosa: £7.20 kg spot; £7.00, cif.

Patchouli: Spot £8.00 kg spot; £7-£8, cif.

Pennyroyal: £2 kg, new crop.

Pepper: English distilled ex black £35.50 kg.

Peppermint: (per kg) Arvensis Chinese, spot £2.75; forward not quoted. Brazilian £1.65 spot; £1.52, cif. American piperata from £6.65, cif.

Petitgrain: Spot £5.65 kg; shipment unquoted.

Pimento: Berry £5.30 kg; leaf £4.60.

Pine: (kg) Pumillonis £1.75; sylvestris £0.51.

Rosemary: Spanish £2.50 kg, scarce.

Sage: Spanish £3.10 kg.

Sandalwood: Mysore spot £14; East Indian for shipment £13.40 kg, cif.

Sassafras: Spot £0.54 kg.

Spearmint: (cif) Chinese £7.00; American £5.90.

Thyme: Red £5.25 kg.

Coming events

Tuesday, March 27

Northumbrian Branch, Pharmaceutical Society,

Postgraduate medical centre, General Hospital,

Newcastle upon Tyne, at 7.30 pm. Mr B. Lynn

(head of medical information and services,

Beecham Laboratories) on "Prostaglandins".

Powtech. International powder technology and

bulk solids exhibition and conference, Royal

Halls, Harrogate. Until March 29.

Warrington Branch, Pharmaceutical Society,

Hill Cliffe Hydro, Appleton, Warrington, at 8 pm.

Annual meeting.

Yorkshire Branch, Guild of Hospital Pharmacists,

The Wharfedale, Tadcaster, at 7.15 pm.

Mr T. D. Clarke on "Integration of the

pharmaceutical services of hospital and retail

into the area health boards".

Wednesday, March 28

Leeds Branch, National Pharmaceutical Union,

Lawnswood Arms, Otley Road, Leeds, at 7.30 pm.

Annual dinner and dance. Ticket £3 from

Mr L. Calvert, 45 Upper Accommodation Road,

Leeds 9.

Sheffield Branch, Pharmaceutical Society,

Royal Victoria Hotel, Sheffield, at 8 pm.

The Reverend F. R. Nunn on "Orchids".

Thursday, March 29

Thames Valley Pharmacists' Association,

Winthrop House, Surbiton, Surrey, at 7.45 pm.

Annual meeting. Mr L. C. H. Chapman on

"Sojourn in the land of the long white cloud".

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Classified advertisements

Hospital appointments

Reading & District Hospital Management Committee

Pharmacy Technician (£1,041-£1,425) for posts in new pharmacies offering wide experience in all sections of the departments including Sterile Products Department and Quality Control Laboratory. Accommodation available.

Senior Pharmacist and Pharmacist for posts in new pharmacies serving mixed group of 15 hospitals. Experience in Ward Pharmacy Service, Sterile Products Dept. and Quality Control Laboratory. Accommodation available.

Further details from:

Mr. E. A. Burton,
Group Pharmacist,
Royal Berkshire Hospital,
Reading
Tel. Reading 85111, Ext. 448
to whom applications should be sent

Scunthorpe General Hospital, Cliff Gardens, Scunthorpe. Basic Grade Pharmacist

New full time post in the modern, well designed Pharmacy at this rapidly developing general hospital providing a service to the Scunthorpe Group of Hospitals. Duties mainly concerned with Sterile Products Unit with involvement in expanding Ward Pharmacy Scheme. Salary £1545 - £1941. For further information contact, Mr. R. Cole, Group Pharmacist. Tel: Scunthorpe (0724) 3481 ext. 392. Applications naming two referees to Hospital Secretary.

Ilford and District Hospital Management Committee Group Pharmacy

DEPUTY CHIEF PHARMACIST V (GROUP). Salary scale £1920/£2430 p.a. plus £126 p.a. London Weighting. Applications to the Group Secretary, King George Hospital, Eastern Ave., Ilford, Essex.

Business opportunities

Mr. Sam Garrett, Vice President of Garrett-Hewitt Int. Inc. N.Y., Calif. USA, will be in London, 25-28 March to meet suppliers to cosmetic manufactures. Please leave message with Mr. Bennett at Tel. 01-449 1041.

Wanted

URGENTLY REQUIRED, all items connected with old-fashioned Pharmacies—Runs of drug drawers, shop rounds, jars, etc—Telephone Ashstead (Surrey) 72319 or write Robin Wheeler, 'Maplehurst', Park Lane, Ashstead, Surrey.

UNFURNISHED FLAT required anywhere in London from end of March, by young pharmacist. Tel: 0222-755944, ext. 3114, in working hours. K. Preece, 82 Colum Road, Cardiff CF1 3EH.

CHASE FARM HOSPITAL, The Ridgeway Enfield, Middx.

(General 357 beds)

DEPUTY CHIEF PHARMACIST required

Salary scale £1884 p.a. to £2379 p.a. Chase Farm Hospital (approximately 12 miles from the centre of London) is at present being rebuilt as a District General Hospital, and is a designated Accident Centre. Applications giving age, qualifications, details of previous experience and names and addresses of two referees to The Hospital Secretary.

WHIPPS CROSS HOSPITAL, LEYTONSTONE, E.11. 1NR.

PHARMACY TECHNICIAN required at recently modernised and enlarged Pharmacy in this 962-bedded, mainly acute District General Hospital. Within easy reach of pleasant residential areas and central London. Enquiries to Group Pharmacist, Telephone 01-539 5522, Ext 125. Application forms obtainable from Hospital Secretary, 01-539 5522, Ext. 351, returnable as soon as possible.

SHENLEY HOSPITAL, Shenley, Radlett, Herts. WD7 9HB

Tel: Radlett 5631 Ext. 253

PHARMACY TECHNICIAN required from 1st May, 1973 Salary £1,041 to £1,425 per annum plus £126 London Weighting. Applications with names of two referees to: The Chief Pharmacist

Miscellaneous

FASHION JEWELLERY

Jodez (Manchester) Ltd.
9 Sugar Lane & 34 Shudehill
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Largest and most exclusive selection of Neckties, Brooches, Chainbelts, Dress Rings, Earrings (all types), Hair-Ornaments, etc. Limited quantity of clearing lines available, parcels from £5.00 and upwards.

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Many of our customers earn £60 per week extra profit with no staff or stock problems... If you have unproductive space why not install a Village Mini Laundry?... A very useful commodity for any community without a Launderette...

For further information please contact
Village Laundry Ltd., White Lion House, White Lion Square, Hatfield, Herts. Hatfield 67314.

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ANTIPIRFERING MIRRORS. Sale of surplus Crusader 24in convex anti-pilfering mirrors with brackets reduced to £10.50 c.o.d. including delivery. Tel: Sparsholt (096 272) 284.

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Businesses for sale

DRUG STORES, old established. For sale owing to retirement, price wanted just for property, stock and fixtures. Scope for dispensing, prescriptions turned away daily. Close proximity to three doctors. Only genuine enquiries please. Apply: W. Smith, Drug Stores, 7 King Street, Alfreton, Derby.

BUSINESS FOR SALE CO. DURHAM

Old established family business in main shopping area, ex-Pharmacy now running as Drug Store, modern range of units, great scope for improvement. Box No. 2123.

PETERBOROUGH. Forced retirement. Age handicapped after hospital. Main road. Supporting shops. Modest turnover. Low overheads. Young Pharmacist could easily make £3,500 net, plus. Box No. 2120.

Situations wanted

BELGIAN EXECUTIVE, 26 years experience as Sales Manager in Chemists' and Druggists' supplies, extensively travelled, fluent English, French, German, Dutch, Spanish, Italian, Russian, Portuguese, seeks position as traveller for large concern interested in maintaining close contact with overseas customers/agents. Box No. 2116.

Situations vacant

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to sell a small range of nationally advertised products. A challenging opportunity to join a go-ahead company where every effort is rewarded. Preference will be given to applicants who are known in the area. Salary, commission and expenses. Write giving details of career to date also stating present earnings to

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Managing Director,
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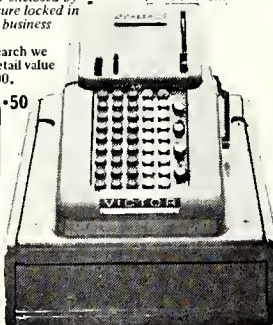
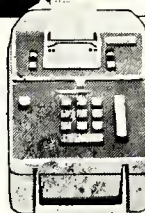
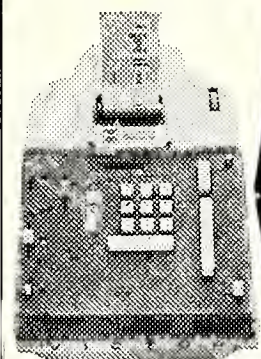
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selling GREY OWL quality products. Do you?**Display and sell Grey Owl products for home brewing
and wine making, and 1973 will be a vintage year for
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products — ingredients, equipment and beginners'
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To order, or for more information, write or phone

Grey Owl Laboratories Ltd.,

Morley Road, Staple Hill,

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PUT ON POUNDS WITH SMITH & NEPHEW'S NEW SLIMMERS' MEALS.

Nutriplan is a novel idea in slimmers' meals.

It's real food.

It comes in a hot, delicious soup form.

It's made with real vegetables and spices.
Enriched with 8 health-giving vitamins.

And there are three tasty flavours. Country Tomato, Oxtail and Thick Vegetable. In single flavour packs, or a variety pack.

Slimmers love it. In tests, it achieved a 30% share of the market in just two months*.

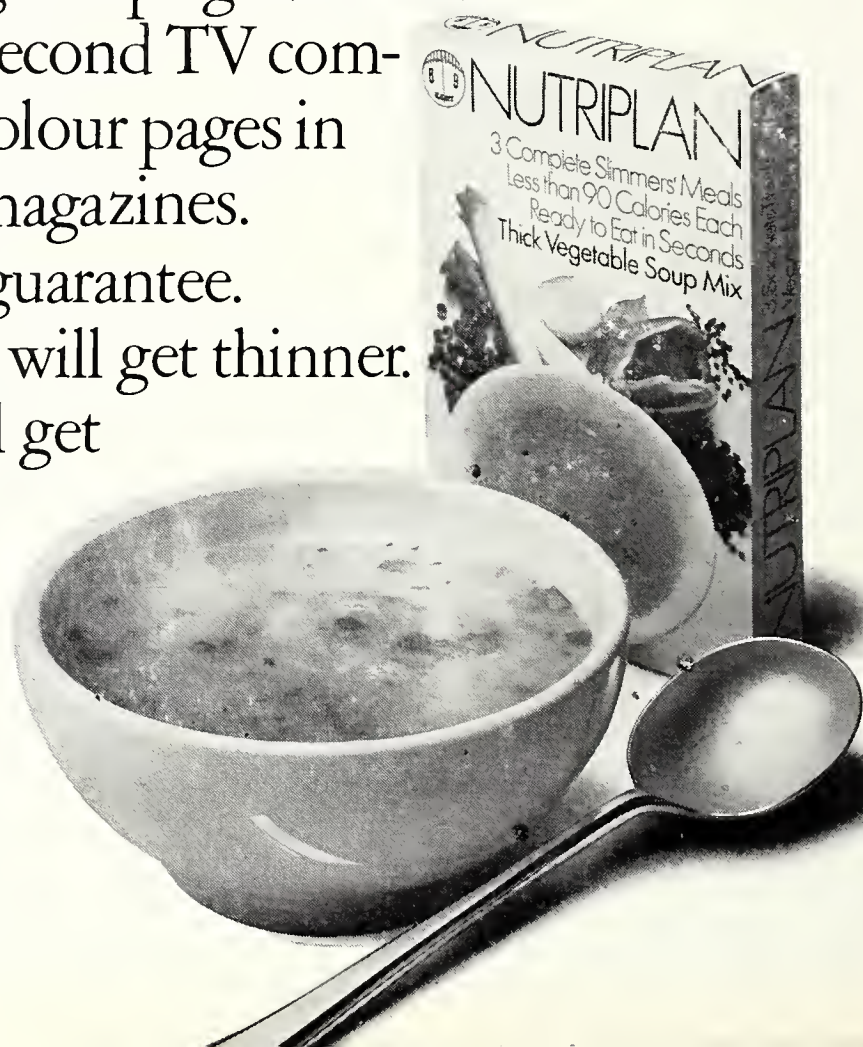
Nutriplan is now going national. With a £225,000 advertising campaign behind it.

We've got a 30-second TV commercial, and whole colour pages in the major women's magazines.

Two things we guarantee.

Your customers will get thinner.

Your profits will get



*Sterling share chemist trade.
Independent Research Survey.

Supplement to Chemist & Druggist March 24 1973

Babycare

Now also available
in attractive 35g
display jar

protection for
baby's skin

Metanium ointment

for the prevention
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of Nappy Rash

Bengue & Co Ltd

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Tel: 01-902 1638

Manufacturers of
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New Gerber Orange Juice.

If babies didn't need so much Vitamin C, we wouldn't put the juice of 9 fresh oranges into every bottle.

Vitamin C is vital to growing babies. So when we formulated our new concentrated orange juice, we put the juice of 9 fresh oranges into every bottle. Which means babies will get plenty of this essential vitamin, so necessary for growth, and for warding off infection.

But because Gerber are so concerned with babies' nutritional needs, we didn't stop there. We sweetened our orange juice with pure glucose, rather than sugar. So it's far better for babies' teeth. In fact, it's the only ordinary concentrated fruit juice with pure glucose.

But that's not all. Because it's concentrated, it's economical. One six-ounce bottle can be diluted to yield up to 42 fluid ounces.

In fact it costs less than any other form of orange juice available.

And having made a product to such high standards, glass seemed the only modern, safe way to protect the goodness inside.

So now that welfare orange juice is at an end, babies should be enjoying plenty of new Gerber Orange Juice.

Can there be a healthier, more refreshing way to grow up?



Gerber

Rich in nourishment.
Safe in glass.

Babycare

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DISPOSABLE NAPPIES: The £4m market with a potential of £50m

by A. F. L. Deeson, MA, Ph.D., DSc.

In Scandinavia and many European countries the terry nappy is almost a relic of the past. No less than 90 per cent of the Scandinavian nappy changes, and 50 per cent in Europe, are by disposables.

Not so in Britain. Although the market is now a respectable £4 million a year at

retail selling price (of which chemists sell rather more than 60 per cent) the average mother is still very 'square' in this respect. She either sticks to conventional nappies, despite the chore of continual washing, and the inconvenience when away from home—or, with something approaching a bad conscience it seems, and perhaps a little furtively, she uses disposables

when she is on holiday or out for the day. Only about 12 per cent of nappy changes in Britain are by disposables.

Why does Britain lag behind most other countries in this respect? Mostly, it seems, because the image of the first, not very satisfactory disposables to be introduced into this country has stuck: some of the early products broke up or failed to keep the moisture where it should be. This is no longer true and the record needs to be set right by a combination of manufacturers' advertising and reassurance and persuasion at the point of sale.

Secondly, there is the element of cost, important at one time, important still—but less so in these days of convenience products and higher living standards. Also it is important, yet difficult, to make an accurate comparison of costs. The cost of towelling and muslin nappies, the need to replace them in due course, the heat units involved in a wash, the cost of soap, powders or flakes, water softeners and other treatments, must all be taken into consideration and set against the cost of disposables. Disposables *do* cost more, but not so much more as is perhaps generally thought, especially now that the manufacturers have introduced larger economy packs. And then there are all the elements of time-saving, convenience, hygiene and a notable reduction of nappy rash to consider.

Another reason

Third and less important reason for disposables failing to make headway in Britain nearly so fast as elsewhere is that we are, historically, a textile country with much of our past prosperity based on the textile industry. On the other hand, Scandinavia, with its large forests, is inclined towards the disposable by-products of the timber industry.

So with around 900,000 new babies born every year in this country and one million already in being there is a vast potential ahead. All manufacturers to whom I have spoken are confident that this year we shall see a sizeable leap forward in disposable nappy sales—in the order of 15 per cent in real terms, some say.

This, they believe, will be largely achieved by a concerted advertising campaign, although much of this will be spent on below-the-line activities rather than on press or television advertising.

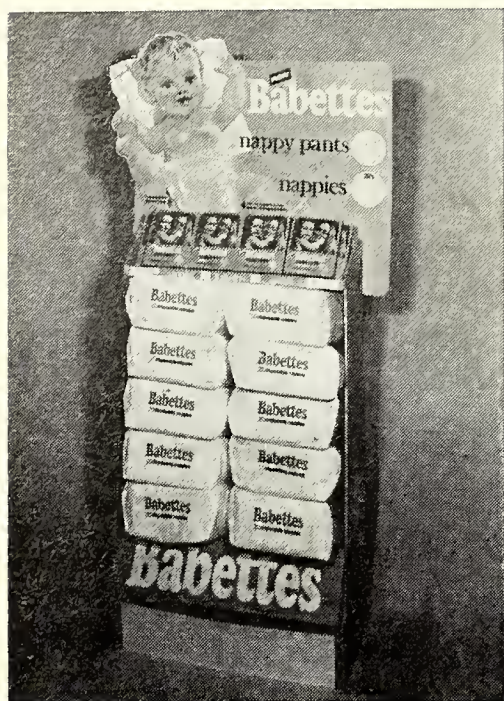
For example, Lilia-White (Golden Babe, which claims brand leadership in the shaped diaper market), believes that a major problem is to persuade the mother to use disposables soon enough.

"So often," says Janice Eaves, Golden Babe marketing manager, "it is not until



Continued on next page

DISPOSABLE NAPPIES



Continued from previous page

the baby is home and she has actually washed the first batch of Terry nappies (so kindly given by well meaning relatives) that the work and time involved in keeping them clean becomes clearly evident. By this time she realises it is not worth changing and the most we can hope is that she will occasionally use them at weekends or on holidays."

Faced with this problem—common to all manufacturers of disposable nappies—Lilia-White spend considerable sums on sampling disposables to young mothers-to-be through antenatal clinics by means of their clinic liaison force, made up of qualified nurses who give talks in clinics throughout the country to expectant mothers, new mothers, and health visitors and midwives.

In this, they—and all manufacturers—are greatly aided by the growing tendency of maternity hospitals to use disposable nappies—a trend which will no doubt be accelerated by the recent strikes of hospital auxiliaries—and it also minimises the risk of cross infection.

Lilia promotions

In addition to their clinic promotions during 1973 Lilia-White are continuing their programme of trade promotions, particularly to chemists, and making liquidating offers and on-pack promotions at point of sale for the consumer. About 70 per cent of Golden Babe sales go to chemists.

Another big name in disposable nappies is Robinsons of Chesterfield (Paddi Pads which have a cotton wool facing with crimped cellulose backing). The cotton wool, the manufacturers claim, gives a dry surface to the baby's skin, the moisture being drawn to the cellulose at the back. Robinsons tend to put a large part of their publicity appropriation into advertising in the specialist Press.

Paddi Pads are now sold through Woolworth's stores—unwelcome news to chemists in one way but encouraging from an-

other. In the face of increasing interest from supermarkets and grocers, chemists are steadily increasing their share of the disposable nappy market—it could well top 65 per cent this year—and exposure of these products in outlets like Woolworth's will all tend towards increasing the total market.

Another disposable nappy available through Woolworth's, and a comparative newcomer on the scene, is Interbro's Caroline, originally introduced from France.

Caroline sample by the gift parcel schemes run by Gift Pax and Bounty Services and are also on television this year—a new departure for manufacturers of disposable nappies. Midland TV viewers were the first to see the 15-second spots which began in mid-January. Caroline, originally introduced through the grocery trade, is now giving increasing attention to the chemists.

Babettes disposable nappies (Bewater-Scott) went national last September backed by a £90,000 advertising campaign which finishes in May this year and which has been supplemented by two consumer promotions and lavish point-of-sale material. The national launch followed a test marketing in Tyne Tees in 1970. By 1971 Babettes claimed brand leadership in the region with a 34.7 per cent share of the market. Claimed product pluses include special soft padding round the legs to minimise chaffing and leakage, a soft cover and greater absorbency.

"Most absorbent"

Soft Down disposable nappies (Lewis Woolf, Griptight) were first launched in 1966 and in 1968 *Which?* voted them the most absorbent. While they continue to be popular (Lewis Woolf claim 8 per cent of the market and sales were up over 25 per cent in 1972 as compared with 1971) improvements in the product will be announced during the next three months and a new carrier pack will be launched.

Tufty Tails (Maw) a brand leader in disposable nappies, made history in January this year as the first disposable nappy manufacturer to use television on a

national basis when they launched a five week campaign costing £70,000. A second burst is due in April, lasting four weeks and there is the possibility of another campaign in July. Supporting Press advertising is appearing in *Woman's Own*, *Mo'her and Baby*, *New Baby* and the *Bounty Book*. In total Maw's will spend around £300,000 on Tufty Tails and their Simpla sterilising tablets. Tufty Tails is a 'chemist-only' product and Maw's claim brand leadership with the chemists.

All in all 1973 could be a very good year for manufacturers of disposable nappies—and for chemists who promote them vigorously.

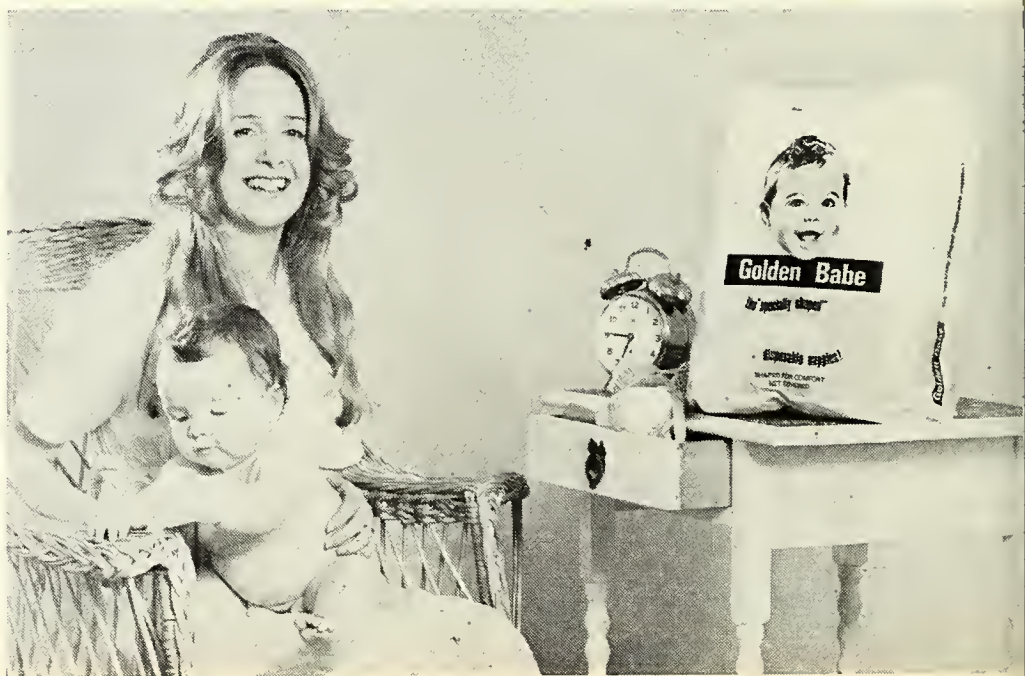
Regained sales

Chemists outlets are on the up and up for these products. In 1966 57 per cent of the total market was with the chemists. They lost ground in 1967 and 1968 but by 1971 had increased their share again to 60 per cent and by the end of 1972 had reached an estimated 63 per cent. By the end of the year they could claim 66 per cent.

Almost certainly this welcome trend has come about because chemists can give personal assurances to mothers on the efficiency of the modern product and because most chemists are willing to stock three or four brands. One of the weaknesses of the supermarkets and grocery outlets is that they usually only carry a single line.

The chemist who is prepared to take advantage of the considerable current and future volume of advertising for disposable nappies and push them on a personal basis should be on to a good thing. It is worth remembering, too, that the convert to disposable nappies is going to need around five a day, so she is committed to visiting you at least once and probably twice a week (depending on the size of pack she buys). On this basis disposable nappies can be a strong lead-in for other sales.

Make sure point-of-sale material for disposables is prominently displayed and the make sure your staff can talk intelligently about the brands you stock.





Chemists beat grocers on orange juice sales

New Gerber orange juice and teatime savouries were among the most successful introductions in the babyfoods market last year.

Gerber launched its concentrated orange juice in July last year. It is specially formulated for infants and was designed to replace government-sponsored welfare orange juice which is no longer available.

The reason welfare orange juice was discontinued was largely because of government concern over the incidence of tooth decay in small children arising from the misuse of sugar sweetened fruit syrups.

In many cases mothers were not diluting the syrups correctly, particularly when using a reservoir feeder. To safeguard babies' teeth, Gerber orange juice is sweetened with glucose which many dentists believe to be much less cariogenic than sucrose. The label also carries a clear warning that the concentrate must always be diluted before use.

Gerber orange juice is now being introduced into 400 new stores a month and CPC (United Kingdom) Ltd report that sales through chemists are 50 per cent above those through grocery outlets.

The profit potential from sales of Gerber orange juice is enormous because welfare orange juice which was only available through 5,000 clinics open at irregular hours sold 20 million units a year.

The 6 fl oz bottle of Gerber orange juice contains the equivalent of nine fresh oranges and currently retails at £0.15 (VAT price £0.13).

To enable chemists to stock one dozen bottles upon another, on shelf, the company has produced simple display cards to separate the two layers. Special educational leaflets are available from a holder on-shelf at the point of sale and retailers can obtain variety markers for use in the channels of Gerber's standard shelf tidies.

Teatime savouries

In October 1972, Gerber added three new teatime savouries to its range. The new varieties: Veal and tomatoes with noodles, bacon and cheese with noodles, and cheese and celery with macaroni, are suitable for babies of six months and over and provide a light but filling meal for babies, with special nutritional qualities in the form of added protein, calcium and iron.

The success of recent savoury introductions in the babyfoods market (eight new varieties now account for 10 per cent of sales) points to the growing demand for savoury meals.

Already Gerber reports that sales of its 'relaunched' variety, cheese and macaroni, are 67 per cent up on last year.

Johnson's liners get a push

A major promotional push on Johnson's nappy liners will start on May 7 when the sales force of Johnson & Johnson Ltd, Slough, Bucks, begin selling—in the "Johnson's beautiful baby" competition.

Consumers will be invited to submit a photograph of their baby, together with proof of purchase, to be judged by a celebrity panel. First prize will be £1,000 and a screen test for the baby for use in Johnson & Johnson television commercials. Four 2nd prizes of £250 and a Portfolio photograph. One hundred 3rd prizes of £10 vouchers to be spent in any Ladybird clothing shop.

Special promotional material for the chemist will be available in the form of a self-erecting dump bin with a headboard giving details of the competition, shelf edgings, and competition entry forms for use at point of sale. For every 30 units of 100 nappy liner cartons purchased, a free carton of 25 will be given.

METANIUM SHOWCARD



Showcard available from Bengue & Co Ltd, Alpertown, Wembley, Middlesex, for their Metanium ointment. The ointment, designed to combat nappy rash, is available in 13g tube, and 35g and 500g jars. Powder is in 100g sprinklers

Golden Ostermilk on television

Since its introduction two and a half years ago, Golden Ostermilk has proved a "powerful complement to the long-established, tried and trusted Ostermilk Two and Ostermilk One brands," say Glaxo Laboratories Ltd, Greenford, Middlesex.

Promotional support for the Ostermilk branded range of babyfood is continuing at a high level.

The extensive television advertising campaign for Golden Ostermilk is claimed to have made a significant impact since it opened in the London viewing area at the beginning of the month. Afternoon showings of the 30-second advertisement continue through to June. Meanwhile extensive full-colour national advertising continues to occupy spots in baby annuals, the specialist mother and baby Press and in various women's magazines.

Currently available throughout the country are two new Golden Ostermilk

point-of-sale items. One is a rocking cot (below) containing a dummy pack. Ideal for window and counter displays is a compact double showcard.



Natusan range goes national

Following a successful test market in the Granada TV area Alfred Benzon (UK) Ltd—Benzon House, Grimshaw Lane, Bellington, Cheshire SK10 5NB, are making their Natusan baby range of toiletries available throughout all the UK.

The cream, available in tubes and tubs, is said to be "extremely effective in the treatment and prophylaxis of nappy dermatitis (nappy rash)" while Natusan soap has been so formulated to "eliminate all irritating properties without destroying the cleansing properties of the product."

Other products in the range are shampoo, lotion and talc.

Here's the latest invention from Cow & Gate

...it's for feeding babies.

This is no ordinary baby's bottle.
It's a Cow & Gate Prepared Feed.

Many hospitals are using them now because Prepared Feeds, which come in disposable, sterilised bottles, are conveniently ready mixed.

But they are the same as the Cow & Gate Milk Food that you sell, when this is reconstituted.

And every mother whose baby's been given Prepared Feeds will know that too. When she leaves hospital she is given a sample of Cow & Gate Full or Half Cream.

Now that more and more babies are starting out on Prepared Feeds in hospital, you can expect more and more Mums to come to you for Cow & Gate Milk Foods.

Cow & Gate
The well-balanced baby diet.



The correct place for baby meal sales

We are convinced that the pharmacy is still the proper place for mothers to buy baby meals and it is for this reason that we are continuing our chemist-only policy," confirms Mr J. A. Silk, marketing manager. He said that Cow & Gate would "continue to vigorously support the meals but we must rely on co-operation from chemists to back their own efforts. We are certain that a top quality product with a widely known name backed by substantial consumer advertising must result in increased sales from which the chemist will benefit."

Disappearance

Throughout the country the familiar name of Trufood is disappearing from the shelves of baby meals and is being replaced by Cow & Gate. In some areas the changeover is complete and in others it is now underway.

This re-branding is a major policy decision which was not undertaken lightly but as the result of a careful assessment of the market situation by the Company.

Trufood and Cow & Gate have been associated for over ten years under theegis of Unigate, but each maintained its own brand identity with separate sales forces, management and appropriations. This meant a good deal of duplication of effort in a market which is necessarily limited, highly competitive and with continually changing customers.

In reviewing the position it was recognised that Trufood was a well-respected name with a reputation for high quality products for the premium end of the market. During the past few years sales had been rising steadily but, despite the expansion of the premium sector, distribution was limited and the brand's share of the market was relatively small.

Cow & Gate, on the other hand, was the brand leader in milk foods, a market which involves a high degree of medical commendation. The name was both respected and much more widely known and the milks enjoyed a much wider franchise.

Progression

It is reasonable to believe that a mother starting her baby on these products would tend to progress to meals carrying the same name. Rebranding would enable the company to concentrate the full weight of advertising and promotion behind one name instead of dividing it between two, and make full use of the fact that nearly half the mothers in the country use Cow & Gate milk foods for their babies.

The familiarity and confidence resulting from this large market share of milk foods could naturally carry over to the same brand and name when the time came to purchase baby meals.

It was decided to test-market the Cow &

Gate meals in the south-west last spring and in the Scottish TV area two months later. Recognising the need to clear existing Trufood stocks before the re-branded foods were introduced, a promotion was launched which offered mothers a bowl, plate and mug, each carrying the baby's name and birth date, in return for labels from jars of Spoonfoods, Junior meals and Toddler meals.

Three pieces of display material were provided to draw mother's attention to the offer: a special counter showcard, explanatory leaflets with an order coupon, and plastic wallets to hold a supply of the leaflets. Showcard and wallet carried full colour illustrations of the crockery with the words, "Free from Trufood, named and dated plate, Cup or Bowl". The self-adhesive backing on the wallets allowed for mounting onto a shelf edge in self-selection chemists—onto showcards for counter display, or they could be affixed to the company's self-selection units.

Only the name changed

It was, of course, essential that the brand allegiance of mothers already buying Trufood be transferred to Cow & Gate meals. To encourage them to realise that it was only a change of name and not of formula, the design and colours of the labels and jar caps was retained so that the appearance of the jars was identical.

To help chemists explain the changeover to mothers they were provided with a leaflet entitled "Trufood babies are in for a change". This stressed the fact that the foods were exactly the same as before and only the name was different.

Emphasis was placed on the quality and nutritional value of the meals, in particular the point that in each jar the quantity of the main ingredient—meat, fruit,

bacon and egg—exceeds the total amount of all the other ingredients. Thus the foods provide more protein. The final page featured the Cow & Gate guarantee.

This reiterated the more meat, more fruit claim and gave a money-back guarantee to any mother finding a jar which did not meet this quality. The leaflet also made the point that only Cow & Gate meals include roasted, braised and grilled varieties.

This promotion proved highly successful in clearing shelf stocks of Trufood varieties and, as these ran out, they were replaced by those labelled Cow & Gate.

As the stocks of the latter built up a TV campaign was mounted in the Harlech and Scottish areas. Based on the quality and guarantee story this comprised two commercials.

Explanations

From the start the whole operation and the reasons for it were fully explained to chemists by the representatives. The company's recognition and appreciation of the value of pharmacy support in increasing Trufood sales was expressed and an undertaking given that the chemists only policy would continue for Cow & Gate meals.

A bonus offer was made for each of the Cow & Gate ranges—Spoonfoods, Junior and Toddler meals. This enabled chemists either to buy at special quantity discount rates or to take one free case for each 12 cases of any variety ordered direct within the specified period.

During the transition period, extensive market research was carried out among both consumers and chemists in Bristol, Cardiff and Swansea. This showed that mothers had accepted the changeover well.

With this encouraging evidence to support the original assessment it was decided to extend the operation into other areas to cover the whole country. The pattern was repeated in London and the south of England in the autumn and has now been completed there. It was then extended to Lancashire, north-west England and north Wales in January, and to south-west Scotland, north-east England, Yorkshire and part of Lincolnshire in February—at which point Cow & Gate baby meals were national. The current indications from these last two areas are that consumers here will respond in the same way as those in the rest of the country.

Trufood babies are in for a change.

Cow & Gate Toddler Meals

When your baby no longer needs your help with a spoon, it is time to introduce him to more substantial foods. Cow & Gate Toddler Meals are the ideal choice. Many of the tastes your baby always loved with Junior Meals. And now the quantities are bigger, the texture more solid. Serve Toddler Meals as a supplement to your own cooking or as a convenient alternative. And take some along when you're staying away from home: then you're always sure of having safe, nutritious food that you know your baby loves.

Growing interest in accessory items

"Although our basic range of baby feeding products generally available to the nursing mother has not changed to any marked extent in the past few years, there is growing interest in accessory items such as spouted feeding cups, drinking trainers, and nursery feeding plates," reports a spokesman for William Freeman & Co Ltd, Suba-Seal Works, Staincross, Barnsley.

The company recently introduced feeding and drinking trainers based on a conventional household cup with specially de-

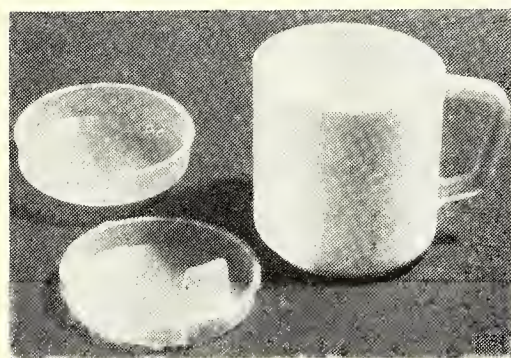
signed lids which can be used in the changeover from bottle feeding to mixed feeding. The new trainers have the advantage that the cups can be used for ordinary household purposes when they are no longer required for nursery use, thus fulfilling a dual purpose role which is appreciated by the young mother with a limited shopping budget.

Demand for these lines, together with saddle-type potties also moulded in boilable primrose polypropylene is the biggest area of expansion in the Suba-Seal range.

The company is also experiencing increased demand for their silicone teats, particularly from overseas markets where the unique virtues of this durable, inorganic material have been quickly recognised, particularly in Scandinavian countries.

Another product which has showed increased turnover in the first two months of 1973 is the Staywarm complete baby feeder. Supplied in an insulated container ready for use, with bottle cover and measure, it is in plastic, has a latex teat and an 8 oz unbreakable feeding bottle. This self-contained unit is presented as a one-trip purchase, ideal for home use or car and travel use.

Freeman feeding and drinking cup



On-pack offers for Babettes

Babettes nappies are carrying attractive on-pack offers during March and April to give further promotional backing to the product after its successful launch in October last year. In the two months following the brand accounted for 12 per cent of all consumer purchases in the disposable nappy market (Independent Consumer Research Panel), claim Bowater-Scott Corporation Ltd, Bowater House, London, SW1.

The offer comprises: a "4p off next purchase" coupon contained in the nappy packs and redeemable in the store plus a "free pants offer" in exchange for five teddy bear motifs from Babettes nappy packs.

"The success of this type of offer has already been proved in the very heavy 50 per cent redemption in previous money-off next purchase promotions in Tyne Tees" says Mr Phil Rawling, brand product manager "and this offer is also specially designed to encourage consumer trial and further purchase".

Shelf strips giving details of the offer are available from Bowater-Scott.

Throughout the period of the offer full page colour advertisements will be appearing in six leading women's magazines;



Woman, My Weekly, Living, True Story, True Romance and True Magazine, as well as two specialised baby magazines, Mother and Maternity and Mothercraft.

Children's toothbrushes from G. B. Kent

Babycare products from G. B. Kent include Baby (£0.09) and Junior toothbrushes (£0.10) both manufactured with soft hair to ensure safety to baby's enamel and gums.

Range of hairbrushes includes a plastic soft penetrom filled one (£0.59) and satinwood, soft bristle brush (£2.20) (G. B. Kent & Sons Ltd, 24 Old Bond Street, London W1X 4AB).

Soap added to Savlon range

Avlex Ltd, a subsidiary of ICI pharmaceuticals division, have added Savlon baby soap to their babycare range. Available as a 75g toilet size (£0.08) and 140g bath size tablet (£0.11), it has been specially formulated, say the makers, to provide a gentle, pleasantly perfumed soap to cleanse a baby's skin (Avlex Ltd, Alderley Park, Macclesfield, Cheshire).

Trimster Trainers



Trainer pants (£0.30) from Trimster Co Ltd, Bowcourt, Westcott, Dorking, Surrey have a coloured plastic outer, terry towelling lining and elasticated legs and waist. They are available in large or standard size

Television campaign for Johnsons

Johnson's biggest ever television campaign for four main baby toiletries began in February and will continue through until late in the year. Johnson's baby powder, baby cream which is being sampled extensively in chemist stores to assist and customers, baby oil, and baby lotion feature in 15 and 30 second commercials.

"You're still a Johnson's Baby" is the linking theme of the commercials which are produced to consolidate Johnson's 8 per cent share of the baby market, while expanding usage in the 16-34 age group.

FRILLY NYLON PANTS Plastic lined FULLY FASHIONED BABY PANTS

Small, Medium, Large, Ex. Large, White and Colours

TIE PANTS Also


Cotsheets, Plastic bibs in plain and nursery print.

Made in England

Samples and Quotations from:

A. & H. HEYMAN · HORNDAL AVENUE
AYCLIFFE INDUSTRIAL ESTATE, CO. DURHAM

Tel.
Aycliffe
3307



**If my mum doesn't
buy me Zorbit Nappy Liners,
I'm leaving home.**

**Want to make
something of it?**

J & J—a household name in baby toiletries

IF you ask the average customer what product they identify with Johnson & Johnson Ltd, the answer is invariably Johnson's baby powder. This is hardly surprising since the company's leadership in the babycare toiletries market has continued in the UK for over two decades. What is not fully realised is that baby toiletries form a comparatively small part of Johnson & Johnson's total business, for Johnson & Johnson's baby powder is just one small but important part of an international organisation, the origins of which, however tenuously, go back to a day in 1876 and another household name—that of Joseph Lister.

Nine years after his address to the British Medical Association in London on the principles of "antiseptic" surgery and the prevention of wound putrefaction, Joseph Lister expounded his theories to the International Medical Congress in Philadelphia.

Among his audience was a young pharmaceutical broker, Robert Wood Johnson.

Inspired by Lister's exposition of the importance of antiseptic procedures in surgery, Robert Johnson decided to find his career in the manufacture of surgical dressings and medical supplies.

Together with his two brothers he founded the firm of Johnson & Johnson.

All over the world at that time, even in

the finest teaching hospitals, surgical dressings were little more than torn up pieces of clothing or bedding made up into swabs, packs and bandage strips.

Lister's teaching resulted in the beginning of a new concept. Robert Johnson set out to promote aseptic and antiseptic procedures in surgery and wound treatment, and to produce a better and wider range of hospital and surgical dressings to reduce the fatalities of surgical operation.

By the time he died, in 1910, the Johnson & Johnson business was manufacturing 25 major hospital and surgical products and a number of therapeutic specialities.

Today the company supplies, through its entire organisation, nearly three thousand products for hospital, industrial, and general medical care, making and selling them through 93 domestic operations in 32 countries and 120 markets.

The British company, formed in 1925, was the first Johnson & Johnson manufacturing and selling company to be established outside North America. It is today the largest of the Johnson & Johnson international companies.

Johnson & Johnson's non-woven fabrics are a most important recent development in the general field of nursing and hospital practice. They have made disposable and "one use only" products economically possible for many surgical and ward dressings

and for numerous other hospital purposes; clinical sheets, protective underpads, geriatric products, anti-contamination clothing, theatre drapes, wipes and cleaning cloths.

A secondary result of this research into the uses of non-woven fabrics, adhesive surgical tapes and similar hospital-developed products, has been the evolution of an extensive range of consumer goods, the majority of which have introduced to the pharmaceutical trade totally new and profitable lines.

One of the best known is Band-Aid wash-proof plasters. First introduced in 1963 at a time when fabric singles dominated the market, Band-Aid individual strips in plastic now hold a large share of the market for first aid dressings.

Growth potential

With almost a million babies being born each year, another consumer product offering considerable growth potential is Johnson & Johnson's nappy liners. These, as the name suggests, are used to protect the nappy from soiling and staining, thus eliminating the tiresome soaking and boiling routines which also harden the towelling. More relevant to the pharmaceutical trade, this new line provides a further, separate, profit potential. Nappy liners are an important addition to the full range of baby and toiletry products.

Some idea of the care taken at the raw material stage may be gathered from a further reference to Johnson & Johnson's baby powder. The basic ingredient, talc, although found in many places in Europe, Asia and America, the quality varies widely. It should maintain its slippery character, should contain a negligible amount of chalk, and be of good colour.

But the most important quality for all talcs for babies is that they should not contain harmful bacteria. In order to ensure that the purest possible materials are used in the production of baby powder, Johnson & Johnson use deep mined soapstone which avoids the possibility—in open cast mines—of contamination by surface or organic matter.

Over the years the company has recruited many of the finest minds in the medical and nursing professions. It has financed and endowed professorships, scholarships, and academic institutions in all parts of the world and has invested in the finest manufacturing premises, machinery and equipment.

Medical knowledge is continually increasing and products that meet a precise need at a precise time must always be subject to improvement and change. Johnson & Johnson's continued success is still derived from the second Robert Wood Johnson's maxim "a product is never finished; we must always search for a better one".

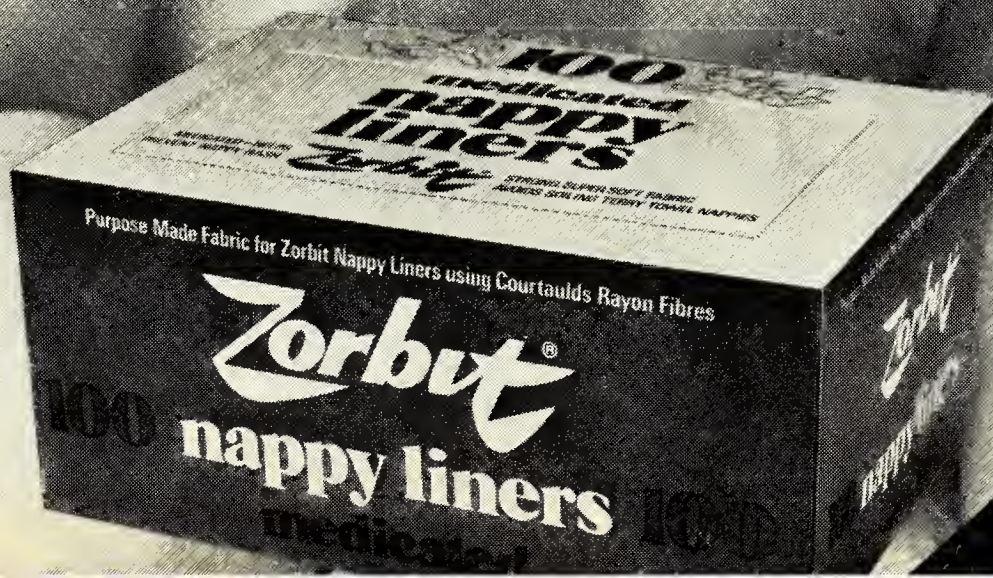


A 'Johnson's baby is pampered by mother

94% PROFIT ON COST!

That's what you can make out of
Zorbit Nappy Liners-or even 46% on the
minimum order 5 cases.

The profit margin you can earn is as high as 94% in a fast growing market that's rocketed 500% in three years. Plus the support of Zorbit/Comfort nappy advertising right through the year. You can't lose! Neither can your customers. Disposable, medicated Zorbit Nappy Liners cost less than others, are first-rate value for money. For further details write to Freshrex Sales, 91 Bolsover Street, London W1P 7HH.



**FOR A BRAND-NEW ARRIVAL—
A GRAND SPECIAL OFFER!**
For every ten cases of new Zorbit Nappy
Liners you order, we'll give you one **FREE!** Closing date 30th March.

THE NEW NAPPY SYSTEM BUSINESS

New Babettes Nappies and Pants are made for each other

Babettes disposable nappies are extra absorbent. Together with their soft adjustable pants with the unique foam cushions, they make a super profitable system for you.



BABETTES MEANS NEW FOR YOU.

Mums favour New Babettes over brand leader

In a recent test, New Babettes were preferred by Mums three to one over the brand leader.

New Babettes backed by heaviest advertising ever for disposable nappies

The new system is making a strong national impact with spaces in women's weekly and monthly magazines, as well as the specialist baby press. It will shortly be making a strong impact on your business.

NEW Babettes

Nappies and Pants

A Bowater-Scott product, Bowater House, Knightsbridge, London SW1X 7LR.





We're on the box again.

We've made three commercials featuring Tufty Tails, Simpla Tablets and Baby Bathcare, and between April 23rd and May 20th we'll be running a heavy

national television burst – our second this year – which will reach fourteen million women.

But we're hoping to do more than *reach* mothers. We think

our commercials will impress them enough, if they happened to be in your shop and see a prominent display, to buy Maws Baby products. Get the message?

MAWS Available only at Chemists.

Smooth neck feeder from Cannon

The smooth neck feeder set from Cannon Rubber includes a new smooth neck feeding bottle which, by the inclusion of a dormal cap, can keep babies food and drink warm. This means that a mother can prepare a feed in the bottle, with the teat ready for feeding but covered with the dormal cap and so overcome any contamination. The prepared feed can then be placed in a bottle warmer when required for use.

The set includes 9oz feeder, two universal teats, mini-feeder, dormal cap and spare screw cap (£0.39). Single bottles with cap, disc, teat and dormal cap are also available (£0.29) (The Cannon Rubber Manufacturers Ltd, Ashley Road, Tottenham, London N17 9LH).

Zorbit nappy liners from Freshtex

Zorbit nappy liners (£0.42 per 100) introduced by the Courtaulds Freshtex sales organisation are produced from a purpose-made fabric developed to give "wet strength" and are medicated with an anti-septic solution which helps prevent nappy rash.

Mr Peter Jewell, product manager, Freshtex Sales, 91 Bolsover Street, London W1, says: "At its price we do not believe that any other branded liner of comparable quality will be able to compete. The Zorbit nappy liner will be able to earn margins previously unknown in this product area."

"Zorbit will not only prove to be superior to most nappy liners on the market but can be used to mop up spills and mess which all mothers have to cope with," say Freshtex. The result is a liner which will broaden the market of a product area which has already grown 500 per cent in three years."

Simpla tablets for sterilisation

Simpla tablets from S. Maw Son & Sons Ltd, Aldersgate House, New Barnet, Herts, are an easy method of feeding equipment sterilisation. Every 24 hours one tablet should be put into four pints of water and the tablet dissolves to give the correct sterilisation solution. Sterilisation is complete after 30 minutes, but for absolute cleanliness, the equipment should be left in the solution until next required.

The tablets are available in cartons of 12 (£0.17½) or 24 (£0.30) tablets and cost 7½p and 30p respectively.

Three additions to Heyman range

A. & H. Heyman, Horndale Avenue, Rycliffe Industrial Estate, Co Durham, makers of fully fashioned babypants have added three new lines to their range.

They are a large feeder, with waist ties and crumb-catcher, in attractive nursery prints; nylon babypants plastic lined and in assorted designs and pastel shades; and pants in packs of three.

All Fresh baby bottom wipes to be introduced by Beechams

Selling in begins on April 2 of All Fresh baby bottom wipes (£0.20 box of ten) introduced by Beechams Products, Beecham House, Great West Road, Brentford, Middlesex.

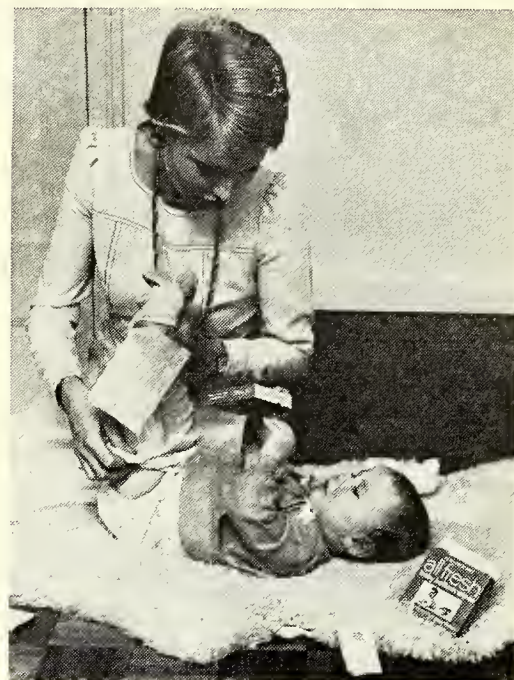
Baby bottom wipes are moist squares measuring 8 x 5½in (larger than All Fresh clean-up squares) and while medicated, the moistness is a totally different formula.

The moisture contains no spirit and should not sting even an already sore patch. The tissues are of a firm, but especially soft fabric. Due to the preparation's fast drying qualities, no dampness is left.

Each square is individually wrapped in a foil sachet.

The launch deal for chemists will be a price reduction of 14.3 per cent each dozen packs. The normal price per case is £1.66½.

Press advertising begins at the end of May and the following women's magazines will be used: *Woman*, *Woman's Own*, *Family Circle*, *Living*, *Maternity* and *Mothercraft*, *Mother*.



Simple soap in women's journals

A large advertising campaign for Simple soap runs from April to July with further plans for the autumn state Albion Soap Co Ltd, 30 Thames Street, Hampton-on-Thames, Middlesex.

Advertisements will appear in women's journals and household magazines including *Woman*, *Woman's Realm*, *Woman's Weekly*, *Woman and Home*, *Vogue* and *Good Housekeeping*.

Re-designed cans for SMA

John Wyeth & Broths Ltd, Huntercombe Lane South, Taplow, Maidenhead, Berks, are introducing re-designed cans for SMA baby food in both the powder and liquid forms. The new cans feature a colour illustration of an attractive baby on the front, making it immediately obvious that SMA is a baby preparation. The product

will display well on open style shelving.

The feeding table also quotes metric as well as imperial quantities, enabling feeds to be made up in the metric system as required.

The new cans will be issued gradually, commencing with SMA powder, as stocks of the old style cans are exhausted.



Top Sellers!



Paddi are the top sellers with the biggest share of the disposable nappy business. And remember Paddi are the most disposable nappies available.

Paddi have a wide range to choose from. Pads (including

our new 20's pack) rolls, pleats and Paddi nappy holders.

So make sure you keep a really big supply of Paddi products in stock and display them well. They're the ones mums want. And they're very easy to dispose of!

PADDI

Robinsons OF CHESTERFIELD

There is a keen interest in Aughton's 'baby'

MOSS DELPH LANE, Ashton, Lancs, is where a nine month old 'baby' is growing at the expense but also delight of the other mothers, fathers, grandparents, etc. in the 10,000 population village.

The "baby" is the third premises of Brian Henderson MPS. Once a ladies and childrens wear, wool and haberdashery business it is now a thriving chemists with a considerable part of the business kept as children's wear, wool and to a lesser extent, the haberdashery.

The only other chemist in the district closed two years back and the nearest alternative pharmacies are two and three miles away in opposite directions.

The dispensing side of the business is not too large. As the nearest doctor is a mile away dispensing is not heavy with morning and afternoon rushes. In fact, declares Mr Henderson: "The prescriptions come in throughout the day which makes coping with them an easier task."

Why the concentration on the baby business?

"The availability of a medium-sized shop in the precinct and also the fact that we had to buy it as a going concern made us look at the possibility of extending the baby side.

"The shop is situated in an area of mixed population regarding age but mainly young in outlook.

"A health centre for a local doctor is scheduled for the future in the near vicinity but this, as yet, has not been truly confirmed."

Mr. Henderson continues his story:

FOODS

Trufood and Heinz preparations are sold at reduced prices to compete with the supermarket on the precinct. (They sell Gerber & Heinz.) As a result we sell more Trufood and Heinz.

Heinz stocks are limited to best sellers only, whilst the Trufood range is being steadily expanded. Why should we give the service by keeping all the varieties and the grocer selling the popular lines make the profit? Milk foods and packet cereals are also good sellers at slightly reduced prices. With carrying the above lines, we have a number of almost daily customers because few mothers buy enough food for more than three days. The baby scale is also used quite often.

Both Maws' and Johnson's toiletries ranges are kept with a large range of baby pants—Southalls Softies are the most popular at present. Little price cutting is done on toiletries but Tufty Tails and Paddi Pads at cut prices keep the mothers returning.

CLOTHES

In our previous shop one saw a young mother quite regularly for the pre and post natal months, and when baby started eating

solid foods—that was that and the grocer got the business.

Now we are finding that mothers and grandparents are appreciating the fact that we have kept on the clothing side. We keep clothing for babies and young children up to about 8-9 years old. After that children want to choose their own clothes which presents problems like fitting room space as well as storage space. (Larger clothes take up more room.)

A large number of small dresses, underclothes, pyjamas, pullovers, socks are turned over regularly, but we do not go in for outer clothing because of the range that needs to be offered, the space taken up, and the amount of money that can easily be tied up.

Young children's dresses are easily the most profitable because of the turnover rate. At this moment we have found the clothing wholesalers have overbought in readiness for VAT and have been selling at better prices than usual. The clothes on their own account are bringing mothers into the shop even if they did not want anything else.

DISPLAYS

The window—we have two for display—is changed at least twice a week and this always interests mothers in seeing what is new in stock. Many a time dresses are

bought out of the window just after they have been put on the show. We buy often and in small quantities at a time, rarely more than one or two dozen of any one line so removing any suggestion of "sameness" from the goods for sale.

We are building a reputation for quality at a reasonable price and this is becoming obvious because our buyer is asked to buy specific items, e.g. christening gowns, on her own judgement. To have someone with a flair for buying children's clothes is vital, and she must be "up to the minute" regarding fashion.

As we opened this shop as mainly pharmacy with clothing very much of a secondary thought we have tried to tread carefully buying clothes. We have often asked customers what they would like us to keep, and their views are worth-while listening to. It has certainly paid dividends for us.

We were fortunate having on our pharmacy staff a young lady whose parents had been in the fashion business and she has proved to be the right choice regarding the buying of the clothes and haberdashery

WOOLS

The previous owners had two main accounts which have been kept and with some re-organisation the amount of space allocated to wool has been decreased but the turnover increased.

The first need is an assistant who under-

Continued on next page



A somewhat unfamiliar look for a pharmacy but at Aughton clothes sell well

AUGHTON'S 'BABY'

Continued from previous page



Father and child await a prescription

stands knitting and the different types of wool available.

Following a classified advertisement we engaged a young lady who had been an optician's assistant for some years, but who also was well versed in the different facets of wool and knitting. Not only did this solve our problem for a wool sales lady but also our optical (sunglasses) queries.

The profit margin on wool is quite respectable and makes it worthwhile to stock. Oddments are reduced to clear—schools come in useful here.

Stocking wool means that a completely different type of customer is attracted into the shop, usually an older person but we have been surprised how many people do knit. Stocking a range of knitting patterns and accessories is also a help. As dress-making is popular among girls of all ages, we run the Simplicity Mail Order Pattern Service, which is rather like D. & P.

Stronger colours for Tommee Tippee

In recent months, sales of the new stronger colours in Tommee Tippee nursery accessories (Sunshine Yellow) have proved extremely successful, report Jacqueline Sales, Kitty Brewster Estate, Blyth, Northumberland.

As a result new packaging for the range has been designed to give added impact to in-store displays of both hanging lines and boxed items. The new packaging incorporates window packs for cups and plates and the main colours for the packs are Turquoise and Orange.

Tomorrow's Tommee Tippee also has tri-lingual information on all packs, and a new multi-fold leaflet showing all products will be in each pack.

That the baby clothes and wool availability is welcomed is shown by the fact that about 25 per cent of our O.T.C. turnover comes from these two classifications, which to us is worth-while. Wool for a particular garment is seldom sold at one visit, usually the customer takes a few balls at a time until the garment is complete. This of course means regular repeat visits. The thought that a customer comes into the pharmacy to buy wool and baby clothes may seem strange, but experience so far has shown that it has been welcomed in the district as a useful adjunct to business.

If anyone is thinking of expanding his business, to my mind wool and clothes mingle better and sell more readily than radios, china, jewellery, and also bring repeat business. The first need is for a good reliable staff. To run our shop we have three assistants who work nearly full time, and a Saturday girl.

Cream and liquid for minor troubles

Savlon cream and liquid are preparations produced by Avlex Ltd, a subsidiary company of Imperial Chemical Industries.

It is said not to make the skin greasy or sticky and can be removed by simply rinsing with water. It is ideal for first aid use for minor burns and scalds, small wounds, scratches, cuts and abrasions as it cleans and gives protection against bacterial infection. Other uses are for spots, boils and blisters.

Antiseptic liquid can be used in diluted form for cleansing and protecting wounds, cuts, bites, etc. Also for disinfecting important areas in the home and when rinsing nappies, etc.

Adexolin liquid leaflet from Glaxo

Many mothers may not appreciate the importance of supplementing their children's diet with vitamins A, C and D.

Babies on cow's milk and breast milk are not usually getting enough of these important vitamins. And even those on fortified milks may need extra vitamins, especially as they are weaned on to solids. Toddlers often do not get adequate supplies, especially of vitamin C, from small portions of family meals.

To stress these points, Glaxo Laboratories Ltd, Greenford, Middlesex, have designed an attractive and informative leaflet and leaflet holder on Adexolin liquid A, C and D.

The compact holder takes 30 leaflets and is available through representatives or direct from Glaxo Laboratories.

Nicholas introduce a children's bath additive

A new children's bath additive, Super Matey, has been introduced by Nicholas Products, 225 Bath Road, Slough, Bucks.

Formulated specially for children between the ages of 2 and 11 it produces masses of bubbles, colours the water blue and includes a mild cleanser which cleans children while they play.

Packed in blue and orange 340cc "sailor-boy" bottles (£0.32) enough for 20-25 baths, Super Matey is said to carry an extra bonus for mothers in that it leaves the bath free of the usual tide mark.

Robinson's campaign to cost £70,000

Women will have 100 million opportunities to see photographs of a genuine four generation family from great grand-mum to the new baby, in a £70,000 "plus" Paddi consumer advertising campaign starting in next month.

The ads—with the theme "Nappy Rash is Hereditary" plus a four generation family picture in colour—will appear in national women's magazines including *Woman*, *Woman's Own*, *My Weekly*, *Family Circle* and other magazines aimed at mothers.

Robinson & Sons Ltd, Wheat Bridge Mills, Chesterfield say that with their new 1973 approach and greatly increased expenditure in advertising in consumer and professional Press they are confident of maintaining their substantial increase in Paddi sales during the coming year.

Paddi printed material includes a newly-produced, glossy brochure which is included in the Bounty Bags for new mothers scheme during 1973 and a colourfully illustrated catalogue offering mother and baby goods at reduced prices for the Paddi purchaser. This offer closes on June 30, 1973.

New styles from Tommee Tippee

New styles in feeding bibs and aprons have been added to the Tommee Tippee range of nursery accessories.

From April 1, Tommee Tippee introduces the Dainty Diner bib (£0.35) which will be available in three colours, Turquoise Blue, Sunshine Yellow and Orange, plus White.

It is made of flexible, 'wipe-clean' plastic



Dainty Diner bib

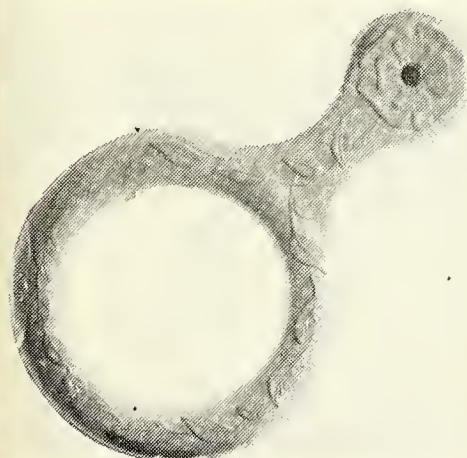
with a large, crumb-catcher pocket and special safety fastener. The bibs will be available individually packed in polybags (pack sizes—6 per colour).

The Tommee Tippee baby feeding apron (£0.39) has gaily coloured animal motifs on the front and across the full width pocket, and the bright piping round the apron forms the safety ties. Made in washable towelling with waterproof lining, it is individually packed.

The other new double towelling bib (£0.29) has the same animal motif on the front, and the large oval shape gives maximum coverage from spills. The hang-up cello-pack contains six bibs.

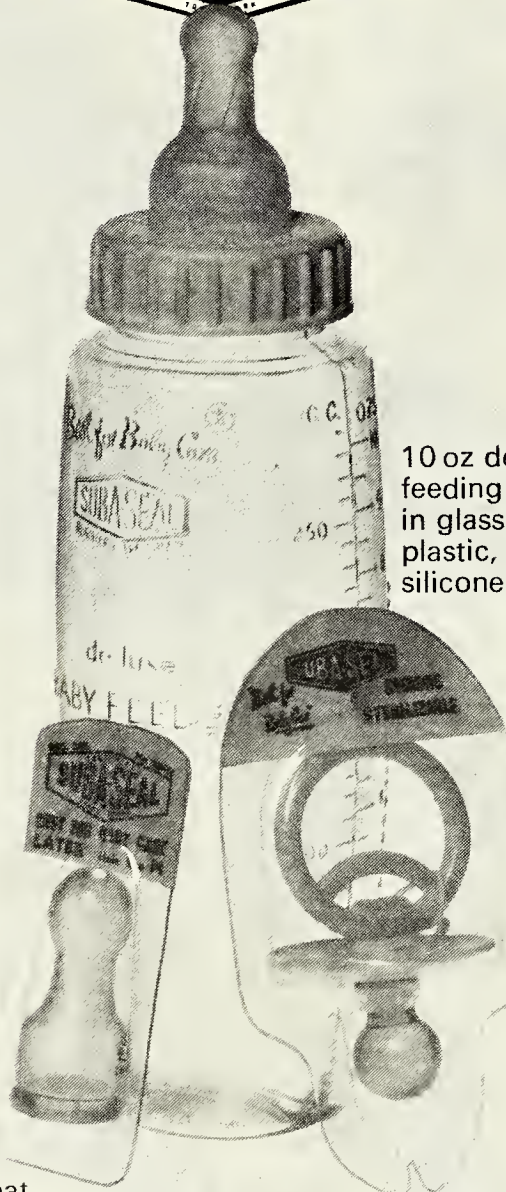
All are available from Jacqueline Sales, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG.

TEETHING RING



Teething ring (£0.7) from Lewis Woolf Griptight Ltd, 144 Oakfield Road, Birmingham B29 7EE. The trade price is £0.56 per dozen

"Best for Baby Care" [®]



10 oz de luxe feeding bottle in glass clear plastic, with silicone teat.

Latex teat, narrow neck.

Bubble packed mini soother.

Just three fine items from the big range of 'Suba-Seal' baby care products. When customers demand quality 'Suba-Seal' products are a natural choice.

Full colour, illustrated literature of the entire range is available on request from:-
WILLIAM FREEMAN & COMPANY LIMITED
SUBA-SEAL WORKS, STAINCROSS,
BARNSELY, YORKSHIRE, ENGLAND.
TEL: BARNSELY 4081 PBX.



This is just the business end of some very nice business.

Mothers care about hygiene at feeding time. They can depend on the Cannon Babysafe range, and so can you. The Cannon range of teats "moulded in three different guaranteed flow rates," jugs, soothers and bottles, as well as the new Babysafe sterilizer ensures complete hygiene, and good sales.

Stock and display the wide range of high-quality Cannon Babysafe products, and you can be sure of some very nice business.



CANNON  **babysafe**

Cannon Rubber Limited
Ashley Road, London N.17. Tel: 01-808 6261.

Kleinerts test two new items

Two new products have been added to the Kleinerts range of baby requisites.

Sleepy-Drye (£0.75) is an all fabric nappy cover which "provides the advantages of rubber or plastic pants but allows the skin to breathe". Made in three layers, the two outers are of Repelthal which surround a middle layer of porous water repellent fabric manufactured from polyester fibres.

Sleepy-Drye feature pin tabs (complete with pins) to hold the pants up and the vest or shirt down. They are available in four sizes for babies from birth to 18 months.

Trainy-Drye (£0.88 a pair) are training

pants which "offer the combined protection of a nappy, liner and cover all in a single pant." They are designed to be used without a nappy. Two layers of Absorp-thal fabric next to the skin absorb and contain the urine and two interlining layers of Repelthal trap the moisture away from the skin yet prevent leakage.

Trainy-Drye training pants are supplied in four sizes for toddlers up to four years.

Both Sleepy-Drye and Trainy-Drye are being currently test-marketed in outlets in England, Wales and Scotland at £5.40 per dozen for Sleepy-Drye and £6.50 per dozen for Trainy-Drye (Kleinert's Inc, 91 New Bond Street, London W1).

New 'ad' approach for baby foods

Reckitt & Colman food division (Norwich), manufacturers of Robinson's baby foods, have a completely new approach for their baby foods advertising campaign for 1973.

The campaign, devised by Young and Rubicam, tries to avoid the clichéd advertising world of babies and mothers and faces realistically the simple fact that babies aren't well behaved little angels all the time. It aims to reach the mother by stressing the uniqueness and individuality of her baby—"Robinson's, because there's no other baby quite like yours".

First advertisement of the series ap-

peared in the January 20 issue of *Woman* headlined: "We make Robinson's because he isn't always a little angel". Visually the "ad" depicts a number of "classical" cherubs which are succeeded by the contrasting picture of a bawling 1973 baby.

The £174,000 budget campaign, in a series of single and double-page spreads in full colour is featured throughout the year in women's general interest magazines, specialised mothercraft magazines, specialised maternity publications, and midwife and health visitor journals. The advertisements in this last section of media is in black and white only.

Cotton buds offer with Delrosa

A free banded pack of Q-tips cotton buds is the latest offer on Delrosa. Five Q-tips in a Cellophane wrapper will be banded onto the 6 oz bottles of Delrosa rosehip,



and Delrosa orange and rosehip syrups, which are made by Sterling Health Products, Surbiton, Surrey.

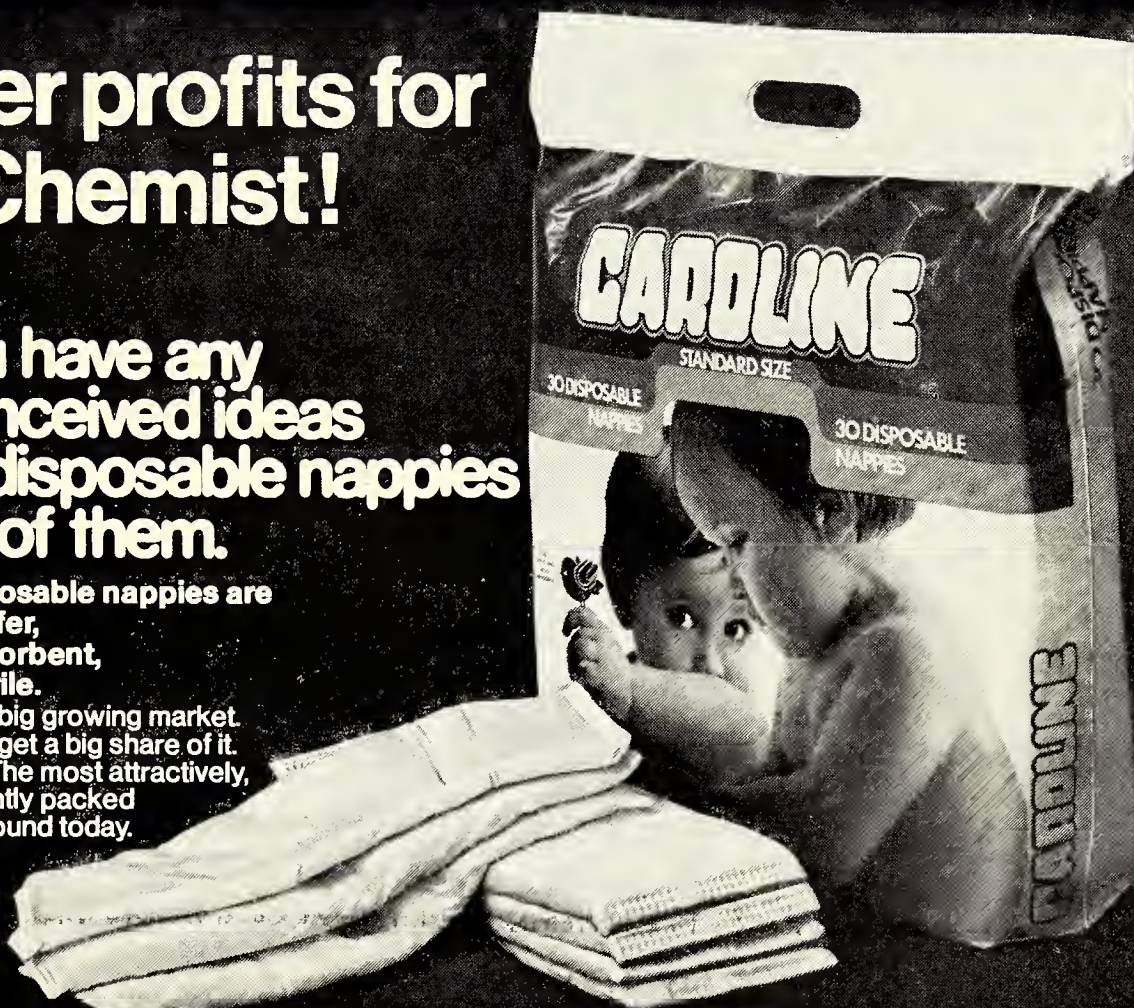
The offer will be featured prominently on the front of the bottle by means of a flag label. In addition, special display material will be provided to support the promotion. Selling-in will commence in April/May.

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If you have any pre-conceived ideas about disposable nappies get rid of them.

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Caroline disposable nappies. Distributed by Interbro Ltd., Cavridy House, Ladymead, Guildford, Surrey. Tel: 60757

How Freshtex lined up for the £2½m battle

After taking a long hard look at the baby-care market, a company in the Courtaulds group has launched a new product in this hotly competitive field.

Peter Fewell, retail product manager of Freshtex Sales, tells the story behind the appearance of Zorbit nappy liners on the British chemist scene—and reveals that further products are under development.

If people playing the game of word-association were given the name of Courtaulds to link with a word or phrase it is a fair bet that most of them would say "fabrics" or "textiles". We would probably have to wait a long time before anyone came up with "nappy liners".

And yet if one thinks about it for a moment it is entirely logical that a part of our textile industry should be actively involved in this busy part of the consumer market. The 1950s saw the switch to man-made fibres, with cotton being replaced over a huge range of applications by synthetic materials.

Non-woven fabrics

Ten years later, we had the rise of consumer demands for "disposables"—handkerchiefs, cloths, nappies and many other lines—and it was natural that this demand should be met, at least in part by divisions of the textile industry that had developed nonwoven fabrics.

A section of the Courtauld group which specialises in the manufacture of non-woven fabrics has a great deal of experience in the development of purpose-made fabrics for specific applications. One of the largest applications for non-wovens in Britain is the clothing industry which needs them as interlining material for almost every kind of garment imaginable; not only coats and dresses but rainwear, shirts, shoes, skirts, etc. The customer does not even see the material as a rule, incorporated as it is in collars, cuffs, pockets and the like; but in every case it has to meet tightly-defined specifications.

So when we came to settle on the baby-care market as offering a promising potential outlet for our kind of product, we were pretty sure that whatever the requirements which emerged from the market studies, our new product development department would be able to meet them.

Special opportunities

We had for some time been monitoring the success of consumer disposable products and we came to the conclusion that there were special opportunities for two types of product: an all-purpose cleaning cloth and a nappy liner. Because the nappy liner was in a high growth area—the market has expanded 500 per cent in three years and is worth an estimated £2½ million a year—we went for it first.

Our research told us that there was a slot in the market for a purpose-made, medicated liner which had a high wet strength,

yet was soft to use—and most important of all, was realistically priced.

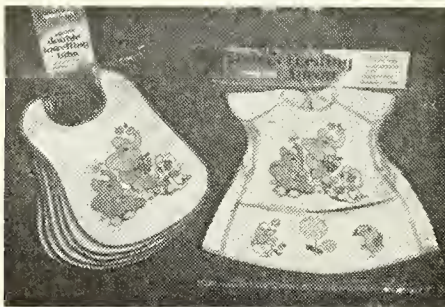
We then had to think about the name because it was important that the mother should be able to recognise and trust the



New styles from Jacquelle

Two new styles in feeding bibs and aprons have been added to the Tommee Tippee range of nursery accessories from Jacquelle Sales, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG.

The new waterproof lined baby feeding apron (£0.36) has bright animal motifs on



the front and across the full width pocket while the bright piping round the apron also forms the safety ties.

The other new double towelling bib (£0.26) is a large oval shape and has the same animal motif on front. The hang-up cello-pack contains six bibs.



label of a product so closely associated with the comfort and well-being of her baby.

The Courtaulds brand name Zorbit was ideal for the purpose—long-established with successful lines in terry squares, cot sheets and towelling—and we were thus able to launch a new product without the uphill task of winning public acceptance for a new name. In fact, we were so confident that we did not even test-market but went national from the outset.

The economics of the nappy liner have been designed for profitable business for the chemist—and of course for ourselves! In terms of performance and price we are happy to let the facts speak for themselves: a quality product which compares very favourably with anything else on the market and a profit margin for the chemist which goes from 75 per cent for five cases to 94 per cent for 100 cases.

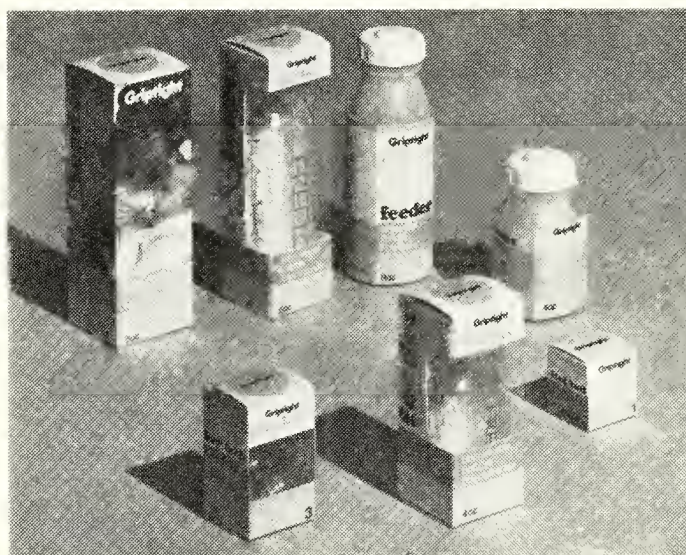
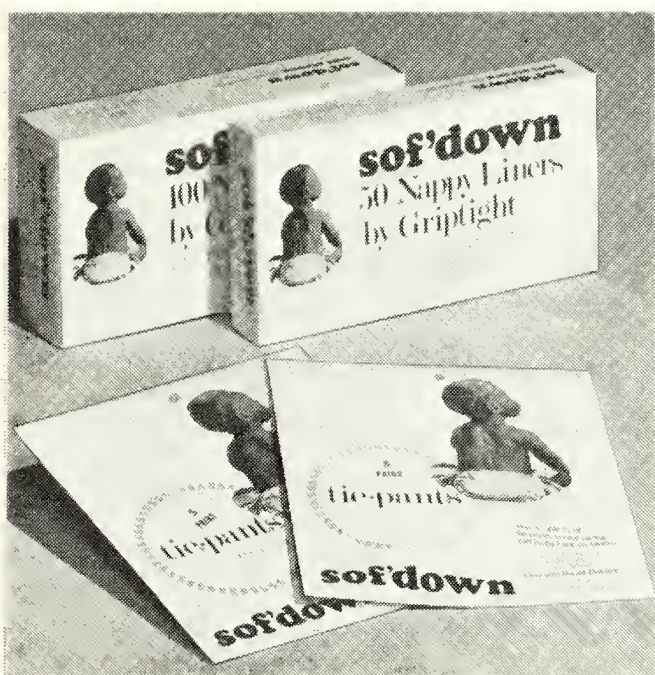
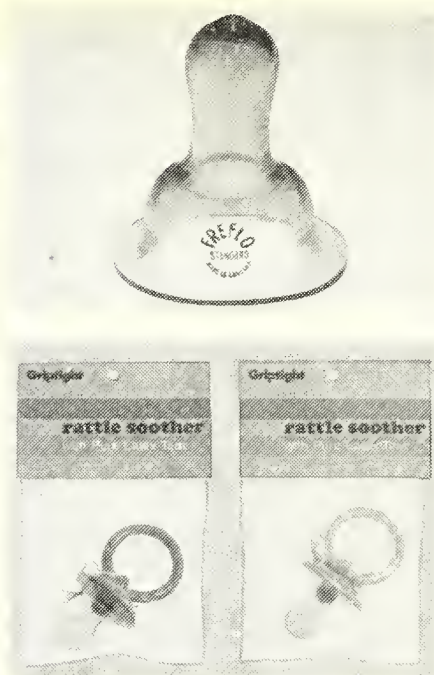
The next disposable consumer product to be launched by Freshtex has been the subject of an equal amount of assessment and study, and after that there are more things in the pipeline—but that's another story!

Cradacap shampoo for cradle cap

Cradacap from Priory Laboratories which provides a simple treatment for cradle cap is presented as a shampoo and, say the manufacturers, is easy and pleasant to use. The gentle, softening action allows any scurf cap present to be shampooed away while, at the same time, an antiseptic — cetrimide — deals with infection. Packed in 18g tubes (£0.15) Cradacap is available at 13 for 12 in an attractive counter display outer.

Also from Priory is Morsep, a germicidal cream for the treatment of napkin rash. Morsep's three-way action in dealing with the rash is achieved by combining cetrimide and cod liver oil. Non-greasy and rose perfumed, Morsep is available in a 40g tube (£0.17½) and a 300g dispensing pack (£0.51½) (Priory Laboratories Ltd, Pyramid Works, West Drayton, Middlesex).

● Playtex Ltd, 8 Baker Street, London, W1 state that their baby nurser is selling at £0.50 off until stocks are exhausted.



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